DOI: 10.15740/HAS/AU/10.2/164-170
Agriculture Update
Volume **10** | Issue 2 | May, 2015 | 164-170 |
Visit us : *www.researchjournal.co.in*
e ISSN-0976-6847

RESEARCH ARTICLE :

KVK a knowledge resource centre; awareness among Navsari district farmers

B.M. TANDEL*, K.A. SHAH AND PRABHU NAYAKA

ARTICLE CHRONICLE :
Received :
20.03.2015;
Revised :
06.04.2015;
Accepted :
19.04.2015

SUMMARY : Ten each adopted and non-adopted villages of Krishi Vigyan Kendra were selected for the study purpose under KVK jurisdiction. Total 120 respondents were selected for the study. The teacher's made interview schedule was used for the data collection. The data were tabulated, analyzed and interpreted. The results revealed that there was significant association found between education and extent of awareness about knowledge resource centre established by KVK in adopted villages whereas in non-adopted villages significant association found between education, social participation, extension participation and extent of awareness about knowledge resource centre established by Krishi Vigyan Kendra.

How to cite this article : Tandel, B.M., Shah, K.A. and Nayaka, Prabhu (2015). KVK a knowledge resource centre; awareness among Navsari district farmers. *Agric. Update*, **10**(2): 164-170.

KEY WORDS:
Knowledge resource centre, Awareness, KVK

Author for correspondence :
B.M. TANDEL
Krishi Vigyan Kendra (N.A.U.), NAVSARI (GUJARAT) INDIA
Email: hariombhupi@gmail.com
See end of the article for authors' affiliations

BACKGROUND AND OBJECTIVES

The first Krishi Vigyan Kendra, on a pilot basis, was established in1974 at Pondicherry under the administrative control of Tamil Nadu Agricultural University, Coimbatore. The mandates of KVKs are as follows – Conducting "on-farm testing" for identifying technologies in terms of location specific sustainable land use systems, organizing training to update the extension personnel with emerging advances in agricultural research on regular basis, organizing short and long term training courses in agriculture and allied vocations for the farmers and rural youths with emphasis on "learning by doing" for higher production on farms and generating self-employment, organizing front line demonstrations(FLDs) on various crops to generate production data and feed back information.

In order to achieve the above mandates, the following broad objectives would help the KVKs to develop their specific objectives – To promptly demonstrate the latest agricultural technologies to the farmers as well as extension workers of State Departments of Agriculture/Horticulture/Fishery/ Animal Science/NGOs with a view to reduce the time lag between the technology generation and its adoption, to test and verify the technologies in the socio-economic conditions of the farmers with a view to study the production constraints and to modify the technologies to make them appropriate, to impart trainings to the practicing farmers/ farm women, rural youth and field level extension functionaries by following the methods of "teaching by

doing" and "learning by doing", to back-up with training and communication supports to the district level development departments *viz.*, Agriculture/ Horticulture/ Fisheries / Animal science and NGOs in their extension programmes.

The KVKs, thus are the down-to-earth institutions committed to vocational training, transfer of latest technologies, on farm research and thus, serving as the light house for overall rural development in the district. The activities of the KVK include technology assessment, refinement and transfer, aiming to bridge the gap between the technology developed at the research institutions and its adoption at the field level by the farmers through demonstration of technology/ products etc. and training of farmers, rural youths and extension personnel. On the basis of "India-2002", there were 578 rural districts spread over the country and this figure has further been raised to 602 districts as per the latest data available on the internet of NIC. In view of continues increase in the number of districts, it is agreed to have one KVK in each district by the end of X^{th} plan. Realizing the importance of technology assessment, refinement and transfer, the Planning Commission has allocated Rs. 500 crores specifically for the establishment of new KVKs during X^{th} plan period. The DDG(AG) during the 11^{th} EFC meeting of X^{th} plan, held in New Delhi on 30^{th} sept.2003 out lined the importance of two issues in the context of the present scenario of agriculture in India-(i) the technologies have to be assessed and refined before their transfer and (ii) a programme approach involving various technology components relevant to the farmers in varying farming situations will be required for a perceptible change. The concept of technology assessment and refinement is based on participatory mode ensuring grater scientists-farmer linkage and access to agricultural technologies generated by research systems to the farming community. For this, the role of KVKs is of immense importance for overall agricultural and rural development through its various research and technology transfer mechanisms. The new mandate *i.e.* KVK as knowledge resource center was added in 2009.

Objectives :

- To study the personal profile of respondents *viz.*, age, education, social participation, annual income, occupation, land holding and economics motivation.
- To study the awareness among farmers of adopted and non adopted villages of KVK-Navsari about knowledge resource center established by KVK.
- To ascertain the relationship between dependent and independent variables.

RESOURCES AND METHODS

Navsari, Jalalpore, chikhli and Vansda taluka were selected purposively. Two village from Navsari, Jalalpore, Chikhli and four villages from Vansda taluka were selected purposively as these villages were adopted by KVK. While ten villages from Navsari, Jalalpore, chikhli and Vansda taluka were selected as they are neighboring villages of the adopted villages (non adopted). 6 respondents were selected from each village of ten adopted villages and 6 respondents were selected from each village of ten non adopted villages by random sampling technique thus, total number of respondents were 120. The teacher's made interview schedule was used for the data collection. The data were tabulated, analyzed and interpreted in the light of the objectives.

OBSERVATIONS AND ANALYSIS

The results obtained from the present investigation as well as relevant discussion have been summarized under following heads :

Age :

The data presented in the Table 1 showed that nearly one-half (48.0 %) of the respondents were in middle age group followed by 40.00 and 12.0 per cent of the respondents were with young age and old age, respectively in adopted villages, while 42.0 per cent of the respondents were in middle age group followed by 37.0 and 3.0 per cent with old and young age group, respectively in non-adopted villages.

Education :

The data presented in Table 1 indicate 42.0 per cent of the respondents had education up to middle school level, followed by 17.0, 17.0, 20.00, 5.00 per cent with education up to high school, up to college and above , up to primary school and illiterate, respectively in adopted villages, while nearly one third (32.0 %) had education up to primary school followed by 30.00, 25.00, 13.0 per

cent were up to high school level, up to middle school level, up to college and above level education, respectively. It was seen that none of them was illiterate in non-adopted villages.

Social participation :

The data reported in Table 1 indicate that slightly more than three-fourth (78.0 %) of the respondents had participated in social activities and 22.0 per cent had not participated in any in social activities in adopted villages while, more than half of the of the respondents had participated in social activities and 47.0 per cent had not participated in any in social activities in non-adopted villages.

Extension participation :

The data reported in Table 1 indicate that majority (80.00 %)of the respondents had participated in more than one activity followed by 15 and 5 per cent respondents participated in one activity and not participated in any activity, respectively in adopted villages while, less than three-fourth (70.00 %) participated in more than one activity followed by 17.0 and 13.0 per cent participated in one activity and not participated in any activity, respectively in non-adopted villages.

Annual income :

The data reported in Table 1 indicate that slightly more than one-third (35.00 %) had annual income up to Rs. 50,000 followed by 27.0, 22.0,15.00, 2.0 per cent of the respondents had annual income Rs. 50,001 to 1,00,000, Rs. 1,00,001 to 1,50,000, above Rs. 2,00,000 and Rs. 1,50,000 to 2,00,000, respectively in adopted villages while, two- third (67.0 %) had annual income up to Rs. 50,000 followed by 22.0, 7.0,3.0, 2.0 per cent of the respondents had annual income Rs. 50,001 to 1,00,000, above Rs. 2,00,000, Rs. 1,50,000 to 2,00,000 and Rs. 1,00,001 to 1,50,000, respectively in non-adopted villages.

Occupation :

The data in Table 1 show that slightly less than two-third (65.00 %) of the respondents were engaged in farming+ animal husbandry as main occupation followed by 27.00, 3.00, 3.00 per cent respondents were engaged in animal husbandry, farming + business, service + farming occupation, respectively whereas, no respondents had farming alone as occupation in adopted villages. In non-adopted villages it was observed that majority (82.0 %) had farming + animal husbandry as occupation followed by 8.0, 8.0, 2.0 per cent were engaged in service + farming, farming, farming + business, respectively whereas, no respondents had animal husbandry alone as occupation

Land holding :

The data from Table 1 bring to light that less than one half (47.0 %) of the respondents possessed 0.01-1.00 ha, followed by 27.0, 15.00, 12.0 per cent respondents possessed 1.01 – 2.00 ha, 2.01 – 3.00 ha, 3.01 - 5.00 ha land, respectively, in non-adopted villages one half (50.00 %) of the respondents possessed 0.01-1.00 ha, followed by 32.0, 13.0, 5.00, respondents possessed 1.01 – 2.00 ha, 2.01 – 3.00 ha, 3.01 - 5.00 ha land, respectively, whereas no one possessed land holding more than 5 ha in adopted and non-adopted villages.

Economic motivation for adopted villages :

The data presented in Table 1 portray that slightly more than one-half (52.0 %) of the respondents were found to have medium level of economic motivation followed by 30.00 and 18.0 per cent had high and low level of economic motivation, respectively in Adopted villages.

Economic motivation for non- adopted villages :

The data presented in Table 1 portray that majority (90.00 %) of the respondents were found to have medium level of economic motivation followed by 10.00 per cent of the respondents had low level of economic motivation, whereas no respondents had high economic motivation in non- adopted villages.

Awareness among the respondents about knowledge resource centre established by KVK:

A perusal of data presented in Table 2 indicate that slightly more than (63.0 %) of the respondents were found to have medium level of awareness followed by 25.00 and 12.0 per cent had high level of awareness and low level of awareness, respectively about knowledge resource centre established by KVK in non-adopted villages while, slightly more than (68.0 %) of the respondents were found to have medium level of awareness followed by 32.0 per cent had low level of awareness whereas none of them had high level of

Table 1 : Distribution of respondents according to their personal characteristics

Sr. No.	Personal characteristic	Adopted villages (60)		Non-adopted villages (60)	
		Number of respondents	Per cent	Number of respondents	Per cent
1.	**Age group**				
	Young (up to 30 year)	24	40.0	13	3.0
	Middle(31 to 50year)	29	48.0	25	42.0
	Old (50 year and above)	7	12.0	22	37.0
2.	**Level of education**				
	Illiterate	3	5.0	0	0.0
	Upto primary school	12	20.0	19	32.0
	Upto middle school level	25	42.0	15	25.0
	Upto high school level	10	17.0	18	30.0
	Upto college and above college	10	17.0	8	13.0
3.	**Social participation**				
	Participated	47	78.0	32	53.0
	Not participated	13	22.0	28	47.0
4.	**Extension participation**				
	Not participated	3	5.0	8	13.0
	Participated in one activity	9	15.0	10	17.0
	Participated in more than one activity	48	80.0	42	70.0
5.	**Annual income**				
	Above Rs. 2,00,000	9	15.0	4	7.0
	Rs. 1,50,000 to 2,00,000	01	2.0	2	3.0
	Rs. 1,00,001 to 1,50,000	13	22.0	1	2.0
	Rs. 50,001 to 1,00,000	16	27.0	13	22.0
	Up to Rs. 50,000	21	35.0	40	67.0
6.	**Occupation**				
	Farming	0	0.0	5	8.0
	Animal Husbandry	16	27.0	0	0.0
	Farming + Animal Husbandry	39	65.0	49	82.0
	Service + Farming	02	3.0	5	8.0
	Farming + Business	03	5.0	1	2.0
7.	**Land holding**				
	>5 ha	0	0.0	0	0.0
	3.01 - 5.00 ha	7	12.0	03	5.0
	2.01 – 3.00 ha	9	15.0	08	13.0
	1.01 – 2.00 ha	16	27.0	19	32.0
	0.01 – 1.00 ha	28	47.0	30	50.0
8.	**Economic motivation for adopted villages**				
	Low economic motivation (< 14.43)	11	18.0	--	--
	Medium economic motivation (14.44 – 17.89)	31	52.0	--	--
	High economic motivation (> 17.90)	18	30.0	--	--
		Mean-16.76			S.D.- 1.72
9.	**Economic motivation for non adopted villages**				
	Low economic motivation (< 15.79)	--	--	6	10.0
	Medium economic motivation (15.80 – 18.53)	--	--	54	90.0
	High economic motivation (> 18.54)	--	--	0	0.0
		Mean-17.16			S.D.- 1.36

awareness about knowledge resource centre established by KVK in adopted villages. This finding was supported by Patel (1995).

Association between personal profile of the respondents of the adopted and non-adopted villages and their extent of awareness about knowledge resource centre established by KVK:

The correlation co-efficient of eight variables of respondents in the adopted and non-adopted villages and their extent of awareness about knowledge resource centre established by KVK is furnished in Table 3.

Age and extent of awareness :

The data presented in Table 3 show that the calculated value of correlation co-efficient (r=0.0752) was found non-significant. It means there was no association between age and extent of awareness about knowledge resource centre established by KVK in adopted villages.

The data presented in Table 3 shows that the calculated value of correlation co-efficient (r=0.0108) was found non-significant. It means there was no association between age and extentet of awareness about knowledge resource centre established by KVK in non-adopted villages.

Education and extent of awareness :

The data presented in Table 3 show that the calculated value of correlation co-efficient (r=0.2601) was found significant. It reflects that there was association between education and extent of awareness about knowledge resource centre established by KVK in adopted villages.

The data presented in Table 3 show that the calculated value of correlation co-efficient (r= 0.2749) was found significant. In other words, it can be said that level of education of the respondents play important role in extent of awareness about knowledge resource centre established by KVK in non-adopted villages.

Occupation and extend of awareness :

The data presented in Table 3 show that the calculated value of correlation co-efficient (r=0.2690) was found significant. It reflected that extent of awareness about knowledge resource centre established

Table 2 : Distribution of respondents according to their awareness

Sr. No.	Level of awareness	Number of respondents	Per cent
Adopted village			
1.	Low level of awareness (< 21.54)	19	31.67
2.	Medium level of awareness (21.55 to 30.41)	41	68.33
3.	High level of awareness (> 30.42)	0	0
		Mean -25.98	S.D.-4.43
Non-adopted village			
1.	Low level of awareness (< 27.57)	7	11.67
2.	Medium level of awareness (27.58 to 38.85)	38	63.33
3.	High level of awareness (> 38.86)	15	25.00
		Mean -33.21	S.D.-5.63

Table 3 : Association between personal profile of the respondents of the adopted and non adopted villages and their extent of awareness about knowledge resource centre established by KVK

Sr. No.	Independent variables	Correlation co-efficient ("r" value)	
		Adopted	Non Adopted
1.	Age	0.0752NS	0.0108 NS
2.	Education	0.2601*	0.2749*
3.	Occupation	0.2690*	-0.0116 NS
4.	Social participation	0.3160*	-0.0340 NS
5.	Land holding	0.1430 NS	-0.1021 NS
6.	Income	0.0804 NS	0.1517 NS
7.	Extension participation	0.1295 NS	-0.1617 NS
8.	Economic motivation	0.0883 NS	-0.0330 NS

NS=Non-significant * indicate significance of value at P=0.05

by KVK was influenced by occupation of the respondents and extent of awareness about knowledge resource centre established by KVK was identical among the irrespective level of occupation of the respondents in adopted villages.

The data presented in Table 3 show that the calculated value of correlation co-efficient (r=-0.0116) was found negative and non-significant. It reflected that extent of awareness about knowledge resource centre established by KVK was not influenced by occupation of the respondents and extent of awareness about knowledge resource centre established by KVK was identical among the irrespective level of occupation of the respondents in non-adopted villages.

Land holding and extent of awareness :

The result (r=0.1430) observed in Table 3 disclosed non-significant relationship between land holding of respondents and extent of awareness about knowledge resource centre established by KVK. It indicated that the land holding of the respondents had not played important function on their extent of awareness. If seen from other side of result, it can be inferred that extend of awareness was more or less similar among the respondents with irrespective holding of land in adopted villages.

The result (r= -0.1021) observed in Table 3 disclosed negative and non-significant relationship between land holding of respondents and extent of awareness about knowledge resource centre established by KVK. It indicated that the land holding of the respondents had not played important function on their extent of awareness. If seen from other side of result, it can be inferred that extend of awareness was more or less similar among the respondents with irrespective holding of land in non-adopted villages.

Annual income and extent of awareness :

The data presented in Table 3 show that the calculated value of correlation co-efficient (r=0.0804) was found positive and non-significant. It means there was no association between annual income and extent of awareness about knowledge resource centre established by KVK in adopted villages.

The data presented in Table 3 show that the calculated value of correlation co-efficient (r= -0.1517) was found positive and non-significant. It means there was no association between annual income and extend of awareness about knowledge resource centre established by KVK in non-adopted villages.

Extension participation and extent of awareness :

The data presented in Table 3 show that the calculated value of correlation co-efficient (r=0.1295) was found positive and non-significant. In other words, it can be said that extension participation of the respondents did not play any role in extent of awareness about knowledge resource centre established by KVK in adopted villages.

The data presented in Table 3 show that the calculated value of correlation co-efficient (r= -0.1617) was found negative and non-significant. In other words, it can be said that level of education of the respondents did not play any role in extent of awareness about knowledge resource centre established by KVK in non-adopted villages.

Economic motivation and extent of awareness :

The result (r=0.0883) observed in Table 3 disclose non-significant relationship between economic motivation of respondents and extent of awareness about knowledge resource centre established by KVK. It indicated that the economic motivation of the respondents had not played important function on their extent of awareness. If seen from other side of result, it can be inferred that extent of awareness was more or less similar among the respondents with irrespective level of economic motivation in adopted villages.

The result (r= -0.0330) observed in Table 3 disclosed non-significant relationship between economic motivation of respondents and extend of awareness about knowledge resource centre established by KVK. It indicated that the economic motivation of the respondents had not played important function on their extent of awareness. If seen from other side of result, it can be inferred that extent of awareness was more or less similar among the respondents with irrespective level of economic motivation in non-adopted villages. This finding is in line with the finding of Karkar (1998), Patel (2000), Acharya and Agarwal (1987), Aaker and Day (1980), Agarwal, (1986), Amarchand and Varadharajan (1979), Snedecar and Cochran (1967) and Stantan and Futrell (1987).

Conclusion :

From the above discussion it could be concluded that majority of the respondents were in middle age group, with education level up to middle school, participated in

social activities, participated in more than one extension activity, annual income up to up to Rs. 50,000, farming + animal husbandry as main occupation, possessed 0.01 to 1.00 ha land holding and medium level of economic motivation in adopted villages whereas, majority of the respondents were in middle age group, with education level up to primary school, equal participation and non-participation in social activities, participated in more than one extension activity, annual income up to Up to Rs. 50,000, farming + animal husbandry as main occupation, possessed 0.01 to 1.00 ha land holding and medium level of economic motivation in non- adopted villages. There was no association between age, social participation, extension participation, annual income, occupation, land holding, economic motivation and extent of awareness about knowledge resource centre established by KVK but there was significant association found between education and extend of awareness about knowledge resource centre established by KVK in adopted villages whereas, there was no association between age, annual income, occupation, land holding, economic motivation and extend of awareness about knowledge resource centre established by KVK but there was significant association found between education, social participation, extension participation and extend of awareness about knowledge resource centre established by KVK in non-adopted villages.

Authors' affiliations :

K.A. SHAH AND PRABHU NAYAKA, Krishi Vigyan Kendra (N.A.U.), NAVSARI (GUJARAT) INDIA

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