

A REVIEW :

A study on farmers situation of BCT–KVK operational area, Visakhapatnam district–Need of empowerment in agriculture through trainings

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SUMMARY : It is evident that through the study majority of the respondents (96%) have not planned for Agriculture and 4 per cent of the respondents have planned for Agriculture. Majority of the respondents (48%) are having 0-1 acre of land, (38%) of the respondents are having 1-2 acres of land and (14%) of the respondents are having 2-3 acres of land. This situation states that farmers are not interested in doing the agriculture due to industrialization like Special Economic Zones (SEZ) establishment nearby villages and Acquisition of land by the Government of Andhra Pradesh and Purchasing of land by Realtors from the farmers especially in Visakhapatnam district. Farmer is getting cheaper price and Middle men are getting advantage. There is a great need of farmers to be counselled for not to sell the land and need to be trained for getting sustainable livelihood through Agriculture and Horticulture. In this aspect BCT-KVK, Visakhapatnam district played a major role.

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KEY WORDS :

KVK (Krishi Vigyan Kendra), Training, Development, Empowerment

BACKGROUND AND OBJECTIVES

Bhagavatula Charitable Trust (BCT) is a non-profit organization working in the rural Visakhapatnam district since 1976. Hallmark of BCT's programs has been involvement community in their own development. Visakhapatnam Krishi Vigyan Kendra (KVK) is under the aegis of BCT. KVK is offering necessary technical support to the framing community. Krishi Vigyan Kendra operational Jurisdiction is entire Visakhapatnam District.

The Krishi Vigyan Kendra Project is sponsored by the ICAR and is implemented by ICAR Research Institutes, State Agricultural Universities and reputed voluntary organisations. In selecting the implementing institutions, a preference is given to institutions/ agencies

having agricultural base and experience of rural development and training.

Krishi Vigyan Kendras (KVKs) are playing a major role in transfer of technology in agriculture and leading to the rural development of India. There are Agronomy, Horticulture, Plant Protection, Soil Science, Home Science, Agriculture Engineering, Seed Production, Veterinary and Animal Husbandry, Fisheries, Acquaculture, Olericulture, Acqua culture and computers in agriculture and allied areas that the rural people need to learn and uplift their skills and generate their livelihood. Trainings will be need based and age based.

Visakhapatnam district is having a total population is 4,288,113 in 2011 compared to 3,832,336 of 2001. Out of total population male

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and female were 2,140,872 and 2,147,241, respectively. Average literacy rate for Visakhapatnam district is 67.70 per cent, a change of from past figure of 59.96 per cent. In India, literacy rate is counted only for those above 7 years of age. Total literates in the Visakhapatnam district increased to 2,612,624 (Visakhapatnam district census, 2011).

Visakhapatnam is a coastal, port city, often called “The Jewel of the East Coast”, situated in the Andhra Pradesh, located on the eastern shore of India, nestled among the hills of the Eastern Ghats and facing the Bay of Bengal to the east. It is the administrative headquarters of Visakhapatnam District and is also home of the Eastern Naval Command of the Indian Navy. It is the second largest city in Andhra Pradesh with an area of 550 km², it is primarily an industrial city, apart from being a port city. It is often called the best tourism destination in Andhra Pradesh. From lakes to cool beaches, from beautiful hill ranges to caves and valleys, Visakhapatnam has them all. The district has many tourism spots that represent the culture and heritage of the true India.

The study was conducted in the district of Visakhapatnam in the state of Andhra Pradesh which is the fifth largest state of India in terms of geographical area and population.

Need for trainings :

Specifically, the need for training arises due to the following reasons :

- To match the employee specifications with the job requirements.
- Organizational viability and the transformation process
- Technological advances
- Organizational complexity
- Human relations
- Change in the job assignment

The need for training also arises to :

- Increase productivity.
- Improve quality of the service.
- Help a person to fulfill its future personnel needs.
- Improve organizational climate.
- Improve health and safety.
- Prevent obsolescence.
- Effect the personal growth.
- Minimize the resistance to change.

Identifying training needs :

All training activities must be related to the specific needs of the individual. A training programme should be launched only after the training needs are assessed clearly and specifically. The effectiveness of a training programme can be judged only with the help of training needs the gap between the existing and required levels of knowledge, skills,

and performance and should be specified. The problem areas that can be resolved through training should also be identified.

Inputs in training and development :

Any training and development programme must contain inputs which enable the participants to gain skills, learn theoretical concepts and help acquire vision to look into the distant future. In addition to these, there is a need to impart ethical orientation, emphasize on attitudinal changes and stress upon decision-making and problem-solving abilities.

Skills :

Training is imparting skills to the person. A worker needs skills to operate machines, and use other equipment with least damage and scrap. This is a basic skill without which the operator will not be able to function.

Education :

The purpose of education is to teach theoretical concepts and develop a sense of reasoning and judgement. That any training and development programme must contain an element of education is well understood by HR specialists.

Development :

Development which is less skill-oriented but stresses on knowledge. Knowledge about business environment, management principles and techniques, human relations, specific industry analysis and the like is useful for better management of a company.

Ethics :

There is need for imparting greater ethical orientation to a training and development programme. There is no denial of the fact that ethics are largely ignored in businesses.

According to Theopane (1994).

Ethical orientation is significant for the following reasons :

- Ethics correspond to the basic human needs.
- Values create credibility with the public.
- Values lend management credibility with employees. They provide a common language for aligning a company’s leadership and its people.
- Values help in better decision making.
- Ethical practices are good even from the profitability point of view. This may sound quixotic, but hard facts reveal the correlation between ethics and profit.
- Finally, ethics are important because government and law cannot always protect the society, but ethics can.

Attitudinal changes :

Attitudes represent feelings and beliefs of individuals

towards others. Attitudes affect motivation, satisfaction, and job commitment. Negative attitudes need to be converted into positive attitudes.

Decision making and problem solving skills :

Decision making and problem solving skills focus on methods and techniques for making organizational decisions and solving work-related problems. Learning related to decision making and problem-solving skills seeks to improve trainees abilities to define and structure problems, collect and analyse information, generate alternative solutions and make an optimal decision among alternatives. Training of this type is typically provided to potential managers, supervisors and professionals by (Stone, 1982).

Gaps in training :

Identify the skill gap through careful assessment :

Pinpointing a skill gap can be complex. Organizations need to establish first which skills are necessary at each level of position – and then rank each skill as being needed on an expert level, proficient level, or “knowledge of” level. Test employees on these skills, but make the tests fun and easy to administer, and reassure employees that these tests are not done to determine one’s ability to do or keep one’s job but rather are being used to help employees map a future training path to make them the best they can be at their job. These tests then can be used to help develop training programs so that over time, each and every team member becomes proficient and an expert at his or her job.

Map a plan to fill the gap – step by step :

Once the skill gap has been identified, it is critical to construct a realistic and sound plan to address it. Key factors that should be considered include but are not limited to :

- Budget
- Training content and level (e.g., basic to advanced/expert level)
- Training type (instructor-led onsite, instructor-led public, Web-based, or a combination to enforce learning)
- Training provider
- Timing

After a well-formulated plan has been prepared, make a big deal about it internally. Show everyone that management is behind it, and make sure all levels of the organization support it.

Make training a “must have,” not a “nice to have” :

From the top down, training must be an organization-wide priority receiving support on all levels. Presented as an essential component to future success, training goes from an option to an imperative where there is urgency and

accountability. Senior level management must set and enforce workplace policies that illustrate organizational expectations regarding training.

Identify measurable outcomes :

Regular evaluations of workforce capabilities and production are key. Marked improvement in workforce performance should be realized.

Do as I do :

Imagine the success of a program where the CEO is sitting next to you while learning. Training should not be presented as a requirement just for new hires or employees switching responsibilities. Training should be embraced on all levels at all times. Frequent training provides all employees with the tools to keep pace with industry changes that can affect the way business is conducted. It is also an excellent teambuilding experience and can ensure that C-level executives stay in touch with the employees they don’t interact with on a frequent basis.

Importance of training and development :

Training and development programmes, help remove performance deficiencies in employees. This is particularly true when (a) the deficiency is caused by a lack of ability rather than a lack of motivation to perform (b) the individual(s) involved have the aptitude and motivation needed to learn to do the job better, and (c) supervisors and peers are supportive of the desired behaviours.

Literature review :

Empowerment is recognized as an essential strategy to strengthen the well-being of individuals, families and communities, government and non government agencies (Aref, 2010). In other words empowerment is an abiding process which takes place with specific intent so enabling them to have further control over society’s resources (Rezaei, 2007). Training and development is essential to organizations which seek to gain a competitive advantage through a highly skilled and flexible workforce, and are seen as a major element to high productivity and quality performance. A skilled workforce can increase productivity by producing a higher level of work with greater value. A skilled workforce can improve a firm’s operative flexibility as they will be easier to retrain due to their broad knowledge base of multi-skills. This allows management to be confident in using new technology and provide employers with progressive adjustment to change in production methods, produce requirement and technology. In today’s competitive climate, “efficient production even of technically unsophisticated products benefits from technically advanced machinery operated by a workforce with a high level of skills” which in

turn “a pre-condition for successful selective of appropriate machinery and its efficient utilization” (Steedman and Wagner, 1989). Unorganised sector people or workers who have not acquired a high profile, tasted the benefits that can be gained from the organization or derived the advantages flowing from high visibility. In the unorganized sector we have to deal with workers who are engaged in a variety of occupations or employments, from those like forest workers, tribals trying to follow traditional vocations within their traditional habitats, and fishermen who venture out to sea in vulnerable canoes, to those who are working in their homes with software, or assembling parts for a highly sophisticated product. Many of them are victims of invisibility (report of The National Commission on Rural labour, set up in 1987, Chapter 7). While it is true that there is a small proportion of genuinely self-employed persons in the informal sector, the vast majority work for others, and this is the section which will be considered here. Most of them are agricultural or non-agricultural rural labourers, but a large proportion are also to be found in the urban economy. More employment can be generated in the informal sector because it uses labour-intensive production techniques. Sudhakar (2004) based on the growing needs of employment opportunities at village level the importance of vocational training programs organized at Krishi Vigyan Kendra were stressed in annual zonal report of Krishi Vigyan Kendra.

Mandate of Krishi Vigyan Kendra :

Mandate of KVK encapsulates following functions :

- Collaborate with the subject matter specialists of the State Agricultural Universities/ Scientists of the Regional Research Station (NARP and the State Extension Personnel) in “on-farm” testing, refining and documenting technologies for developing region-specific sustainable land use systems.
- Organise long-term vocational training courses in agriculture and allied vocations for the rural youths with emphasis on “learning by doing” for generating self-employment through institutional financing.
- Organise front-line demonstrations in various crops to generate production data and feedback information.
- Organise training to update the extension personnel within the area of operation with emerging advances in agricultural research on regular basis.

Various activities for giving training to rural poor through BCT-KVK :

- Vermicompost preparation
- Jerdosi work
- Coconut oil and mats preparation
- Natural colours preparation
- Bakery products

- Juices, Jams, Squashes
- Pickles making
- Snacks making
- Embroidery work
- Phenyl making
- Adda leaf making
- Agarbatti and candle making
- Tailoring
- Dairy
- Backyard poultry
- Sheep rearing
- Rabbit farming
- Emu farming
- Paper bag making
- Envelope making
- Gardening and nursery raising

Modus operandi :

Initially Krishi Vigyan Kendra will identify need based rural people for education and training in agriculture and allied sectors. After identification Krishi Vigyan Kendra will go for orientation programme in agriculture and allied subjects. Then trainees will be exposed to practical sessions in Krishi Vigyan Kendra instructional farm to learn various latest technologies in Agronomy, Horticulture, Plant Protection, Soil Sampling, Agriculture Machinery, Home Science, Dairy and Poultry. Later we issue questionnaire to all of the trainees to test the gain in knowledge in the trainings conducted by Krishi Vigyan Kendra. Post training help will be given for the established units or existing units.

Variables and their empirical measurement of the study :

The procedure followed for quantification of the variables are detailed below.

Age :

It is observed from the above Table 1 and Fig. 1 that majority of the respondents *i.e.* 76 per cent of the respondents are between 30-50 years of age, 22 per cent of the respondents are above 50 years of age and 2 per cent of the respondents are between 1-30 years of age.

Table 1 : Frequency and percentage of age of the respondents

Sr. No.	Age in years	Frequency	Percentage
1.	1-30	1	2
2.	31-50	38	76
3.	Above 50	11	22
		50	100

Details of family size :

It is observed from Table 2 and Fig. 2 that majority (78%) are having below 4 members in a family, 14 per cent

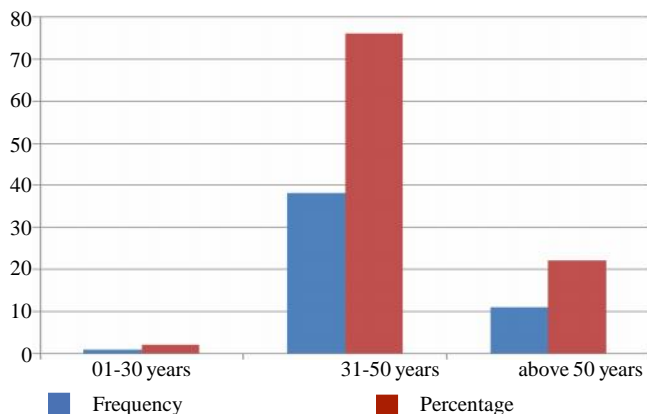


Fig. 1 : Frequency and percentage of age of the respondents

are having 4-6 members in a family and 8 per cent are having above 6 members in a family

Table 2 : Frequency and percentage of details of family size of the respondents

Sr. No.	Details of family size	Frequency	Percentage
1.	Below 4 members	39	78
2.	4-6 members	7	14
3.	Above 6 members	4	8
		50	100

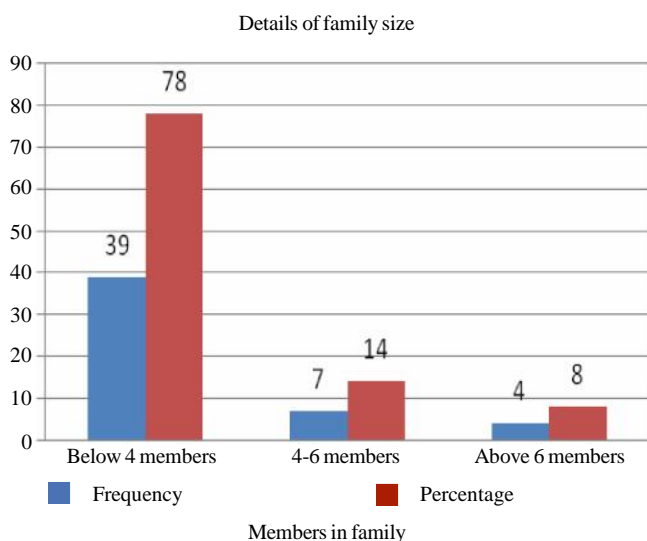


Fig. 2 : Frequency and percentage of details of family of the respondents

Land holding size :

It is observed from Table 3 and Fig. 3 that majority (48%) of the respondents are having 0-1 acre of land, (38%) are having 1-2 acres of land and (14%) are having 2-3 acres of land.

Agriculture planning :

It is observed from Table 4 that majority of the

respondents (96%) have not planned for agriculture and 4 per cent of the respondents have planned for agriculture.

Table 3 : Percentage of land holding size of the respondents

Sr. No.	Land holding size in acres	Frequency	Percentage
1.	0-1acre	7	14
2.	1-2 acres	24	48
3.	2-3 acres	19	38
		50	100

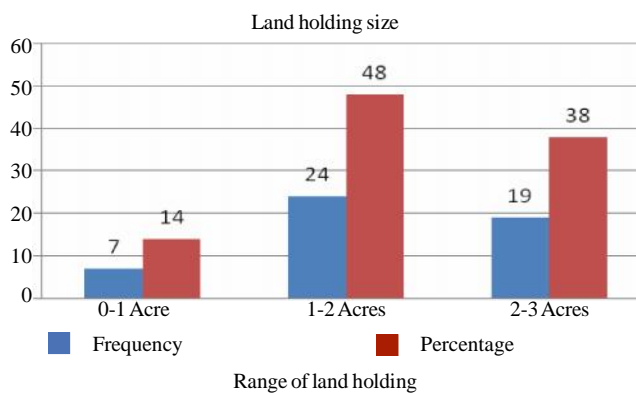


Fig. 3 : Frequency of land holding size of the respondents

Table 4 : Percentage of agriculture planning

Sr. No	Other plans except agriculture	Frequency	Percentage
1.	Yes	48	96
2.	No	2	4
		50	100

Conclusion :

Majority of the respondents (96%) have not planned for agriculture and 4 per cent of the respondents have planned for Agriculture. Majority of the respondents (48%) are having 0-1 acre of land, (38%) of the respondents are having 1-2 acres of land and (14%) of the respondents are having 2-3 acres of land. This situation states that farmers are not interested in doing the agriculture due to industrialization like Special Economic Zones (SEZ) establishment nearby villages and Acquisition of land by the Government of Andhra Pradesh and purchasing of land by realtors from the farmers especially in Visakhapatnam district. Farmer is getting cheaper price and middle men are getting advantage. There is a great need of farmers to be counselled for not to sell the land and need to be trained for getting sustainable livelihood through agriculture and horticulture. In this aspect BCT-KVK, Visakhapatnam district played a major role.

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