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Impact of Krishimela on participating farmers

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ABSTRACT

Krishimela an important tool in transferring latest technologies to farmers is gaining momentum over the years. A large amount of money is involved in this extension activity. To analyze the impact of Krishimela on participants a study was undertaken at RARS,Bijapur during 2007-08, involving 150 randomly selected farmers. The sources of information, usefulness, their opinion on selected dimensions of Mela , reasons for participation and suggestions made were elicited from the participants by personal interview method. The results indicated that majority got information through friends / relatives(68%), information given was more usefull to use full. The dimensions like seminar on organic farming water management were felt very good and good by 80 and 70 per cent, respectively. Where as transport and food arrangements needs improvement. This will improve the effectiveness of Krishimela and will leads to enhance the adoption of technology by the farmers.

Key words : Krishimela, Usefulness, Opinion, Reasons, Suggestions

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INTRODUCTION

Krishimela is an important mass contact method of Extension Teaching. It envisages a large scale display of improved agricultural technologies and farm inputs for the benefit of farmers. It is an integrated extension approach consisting of individual, group as well as mass contact methods with appropriate audio visual aids. Owing to its powerfulness in changing the behaviour of farmer, farm women and youth, in terms of knowledge, skill, attitude and symbolic adoption. Various public and private agencies are involved in organizing this programme annually to transfer the technologies to the intended clientele by spending crores of rupees.

The purpose of organizing Krishimela by Agricultural University is to provide first hand information to farmers about the availability of technology useful to them and also to inform them about the ongoing research activities on various problems of farming. As the Krishimela is an annual feature of Regional Agriculture Research Station (RARS) Bijapur, it is being organized on a large scale in co-ordination with all the development departments. Farmers of all taluks are invited to participate in it. Since "seeing is believing" farmers are actually shown, all the latest technologies which are available for them in the field of Agriculture and allied sectors. At present there has been increasing demand for organizing such Krishimelas at different levels. Hence, it is appropriate to study the perception and opinion of the participants and their suggestions for further improvement in future. The findings on these aspects would act as guidelines to identify the strength and weakness of the programme and also to help in tapping the area that needs toning up, with this background the present study was conducted with the following specific objectives to study the socio-personal characteristics of farmers participated in Krishimela, to know the source of information to participate in Krishimela, to understand the perception of farmers about usefulness of Krishimela, to analyse the opinions of farmers about Krishimela, to cull out the reasons for participation in Krishimela and to document the suggestions by farmers to improve the conduct of Krishimela in future.

METHODOLOGY

The present study was conducted at Regional Agriculture Research Station (RARS), Bijapur under University of Agricultural Sciences, Dharwad during 23rd to 24th December-2007, where Krishimela was conducted for two days. One hundred and fifty participants of Krishimela were randomly contacted with the help of structured schedule for eliciting the information by personal interview method. The data were analyzed with the help of frequency and percentage.

RESULTS AND DISCUSSION

The findings of the present study as well as relevant discussion have been summarized under following heads:

Socio-personal characteristics of farmers:

Table 1 revealed that, majority of the farmers participated in Krishimela were middle aged, had education up to primary level, married and having marginal land holdings. Nearly 80 per cent of them have their occupation as agriculture and hail from joint family. Majority of participants were untrained. The participants have limited media exposure, 32.15 per cent of them listens to Radio, but only 33.11 per cent view TV, further 24.43 per cent of them read news paper.

Source of information :

Among the different sources of information used by the farmers to participate in Krishimela, friends/relatives and RARS,Bijapur / KVK /EEU were the most important sources they ranked first and second, respectively, in providing information about the conduct of Krishimela (Table 2). The mass media sources like Radio, TV and development departments like state department of agriculture were ranked third, fourth and fifth, respectively in providing information to the farmers. These results are in line with the results of Narayanaswamy *et al*. (2005). The KVK/EEU of the university do conduct off campus as well as on campus trainings to the farmers of near by Taluks, They have informed the farmers by way of mailing the invitation, the invitee farmers might have further disseminated the same among their friends and neighbours, wide publicity given through media also helped to intimate large number of farmers. Similarly, the co-ordinated efforts of Department of Agriculture, Horticulture and University in organizing Krishimela regularly by giving some transportation and other facilities to the beneficiaries might have fetched more popularity about Krishimela since many years.

Table 1 : Socio-personal characteristics of farmers participation in Krishimela (n=150)

Sr. No	Characteristics	No.	Percentage
1.	Age (in years)		
	Young (up to 25 years)	22	14.67
	Middle (26 - 35)	98	65.33
	Old (36 years and above)	30	20.00
2.	Education		
	Primary School	69	46.00
	High School	52	34.67
	College	29	19.33
3.	Marital status		
	Married	131	87.33
	Unmarried	19	12.66
4.	Land holdings		
	Marginal (up to 2.5 acres)	94	62.67
	Small (2.6 – 5.0 acres)	33	22.00
	Big (above 5 acres)	23	15.33
5.	Family size:		
	Joint family	86	57.33
	Nuclear family	64	42.66
6.	Occupation:		
	Agriculture alone	120	80.00
	Agril. + Subsidiary	30	20.00
7.	Training		
	Trained	65	43.33
	Untrained	85	56.66
8.	Mass media exposure		
	a) Listen to Radio	100	32.15
	b) Viewing TV	103	33.11
	c) Reading News paper	76	24.43
	d) Reading Annadata	20	06.43
	e) Reading Krishi Munnada	12	03.85

Table 2 : Source of information to participate in Krishimela (n-150)

Sr. No.	Source of information	No.	Percentage	Rank
1.	Dept. of agriculture	46	30.66	V
2.	Water shed	09	6.00	VIII
3.	RSKs	11	7.33	VII
4.	RARS Bijapur / KVK/ EEU	62	41.33	II
5.	Dailies	12	8.00	VI
6.	Radio	61	40.66	III
7.	TV	51	34.00	IV
8.	Friends / Relatives	102	68.00	I

Usefulness of Krishimela as perceived by farmers :

The extent of usefulness of the information given at Krishimela both in agricultural and other subsidiary occupation as perceived by farmers were quantified as more useful, useful and "less useful" (Table 3).The data revealed that, more than fifty per cent of the farmers perceived that information received at Krishimela on verminculture (68%), agricultural implements and machineries (62.67%), pesticides (56.57%) and organic farming (53.33%) were more useful. Where as nearly fifty per cent of them expressed that, information on fertilizers (47.33%), biofertilizers and mushroom (41.33%) and mixed farming (40.67%) were more useful. Less than fifty per cent of the farmers felt that the technologies like

Table 3 : Farmers perception of usefulness of Krishimela (n-150)

Sr. No	Items	More useful		Useful		Less useful	
		No.	Per cent	No.	Per cent	No.	Per cent
1.	Seed storage and processing	41	27.33	55	36.66	54	36
2.	Information on fertilizers	71	47.33	73	48.67	6	4
3.	Information on pesticides	85	56.67	52	34.66	13	8.67
4.	Agriculture implements and machineries	94	62.67	41	27.33	15	10
5.	Irrigation methods	54	36	72	48	24	16
6.	Soil and water conservation	72	48	53	35.33	25	16.67
7.	Horticulture	54	36	48	32	48	32
8.	Floriculture	22	14.67	38	23.33	93	62
9.	Dairy	46	30.67	44	29.33	90	40
10.	Poultry/ goat rearing	26	17.33	51	34	73	48.67
11.	Ag. weather information	46	30.67	48	32	56	37.33
12.	Demonstration plots	40	26.67	66	44	44	29.33
13.	Experiments in pundi sunflower and mustard	16	10.66	54	36	60	40
14.	Dry farming technology	58	38.67	71	47.33	21	14
15.	Bio-fertilizer and mushroom	62	41.33	45	30	43	28.67
16.	Bio diesel	36	24	44	29.33	70	46.67
17.	Vermiculture	102	68	31	20.67	17	11.33
18.	Improved jawar varieties	48	32	75	50	27	18
19.	Improved cotton varieties	43	28.67	74	49.33	33	22
20.	Mixed farming	61	40.67	67	44.66	22	14.66
21.	Organic farming	80	53.33	53	35.33	17	11.33
22.	Water management	59	39.33	71	47.33	20	13.33
23.	Consultations	20	13.33	64	42.66	66	44

cotton varities (49.33%), fertilizer (48.67%), water management and dry-farming (47.33%), mixed farming (44.66%) and consultations (42.66%) were useful to them. Where as a good majority (62%) of them felt floriculture is less useful to them followed by poultry / goat rearing and bio-diesel, respectively (48.67% and 46.67%.)

The probable reason for this might be, due to the fact that, majority of the farmers are dry land farmers with agriculture background have good media exposure. Information received on agriculture, vermicompost was more remunerative and useful to them as this could be directly applied to their own situation. These findings are not in line with the results of Rao *et al*. (1976), Gangadharappa and Jayaramaiah (1985) and Manjula, *et al*. (2002).

Farmers opinion on selected dimensions of Krishimela:

The farmers opinion about different dimensions like consultancy cell, demonstration plots, arrangement of exhibitions stalls, sale of inputs and publication, transport arrangements and seminars held were elicited and the results are provided in Table 4. It could be observed that more than 80 per cent of the farmers

Table 4 : Farmer opinion on selected dimensions of Krishimela (n-150)

Sr. No	Dimensions	Very good		Good		Average	
		No.	Per cent	No.	Per cent	No.	Per cent
1.	Suggestions by experts in consultancy cell	42	28.14	65	43.05	43	28.81
2.	Arrangements in demonstration plots	32	21.44	81	54.27	37	24.79
3.	Arrangements in stalls	71	47.57	56	37.52	23	15.41
4.	Sale of inputs	38	25.46	60	40.2	52	34.84
5.	Food given	23	15.41	49	32.83	78	52.26
6.	Transport arrangements	23	15.41	39	26.13	88	58.96
7.	Seminar on organic farming	78	52.26	43	28.81	29	19.43
8.	Seminar on water management	58	38.86	54	36.18	38	25.46

expressed seminar on organic farming and water management was very good. Most of them expressed that arrangements in the exhibition stalls and demonstration plots were very good to good, farmers opined sale of inputs in the stall was good to average and majority of them said transport and food arrangement was good to average.

This may be due to the fact that experts were giving information on organic farming and water management that was a need of the present farmers situation. The arrangements in the stall and plots were also good because it is regular feature of the organization as well as enthusiasm of the institution to provide information to the farmers. Sale of inputs was good to average, this is due to the fact that lack of control over the participant and vision about the arrangements. Participants ranked transport and food as good to average which may be due to wider participation of the farmers that may be beyond the expectations of the organizers and also no control mechanism to check the exact number of the probable participants. This in turn led to this type of results. This finding gets the support of the study conducted by Narayanswamy *et. al.* (2005).

Reasons for participation in the Krishimela:

Table 5 depicts the reasons for which the farmers participated in Krishimela. Majority of farmers expressed that they have participated in Krishimela to learn about vermin compost technology (83.34%) followed by latest agriculture machineries and implements (78%), to see the demonstration plots (67.34%) to interact with scientists (66%) and opportunity to visit RARS and to gain knowledge about recently released technology (58%). The farmers are interested in vermicompost technology, now a days farmers are more and more attracted towards this because it can be undertaken as a leisure time activity and also with the help of limited home resource to supplement the organic input. Mela gives them an opportunity to visit the research station to see the latest technology released by the station for the benefit of farmers and to see the demonstration plots which give an opportunity to discus with scientists. Farmers expressed that they visited here to gain more information on animal husbandry (38%) followed by sheep rearing and goatory (34%). This is because majority of participants were from dry land farming. The income from these activities may act as a supplement to their main income. These results are in conformity with the findings of Swamy *et. al.* (1992) and Manjula *et. al.* (2002).

Suggestions to improve Krishimela:

The suggestions offered by the respondents with respect of conducting of Krishimela still in a better and effective way are presented in Table 6. Cent per cent of the farmer's expressed that experienced guides shall be provided for each farmers group for effective supervision followed by more detailed information on dry land technology (70.67%), marketing information about the cut flowers and vermicompost (62.67%) and wide publicity should be given about conduct of Krishimela in different mass medias (61.34%). Apart from these, more than fifty per cent of the farmers suggested that, printed information on different aspects of Krishimela should be given to the farmers whenever they visit the plots or stalls in the Mela, arranging similar type of melas at the taluka level. It should be organized prior to the crop season and consultancy or panel discussions should be done involving experienced farmers. Similar results were reported by Manjula *et al.* (2002) and Narayanaswamy *et al.* (2005).

Table 5 : Reasons for participation in Krishimela (n=150)

Sr. No.	Reasons	No.	Per cent	Rank
1.	To see demonstration plots	101	67.34	III
2.	To learn latest developments in animal husbandry	57	38	VIII
3.	To learn about sheep rearing and goatary	52	34.61	IX
4.	It is an opportunity to come to RARS and gain knowledge about recent technology	87	58	V
5.	To gain more knowledge about use of fodder crops	41	27.34	XI
6.	To purchase seeds and seedlings	74	49.33	VII
7.	To see the latest agriculture machineries and implements	117	78	II
8.	To get exposed to the export procedure	47	31.34	X
9.	To purchase household articles, plastic goods, honey, pickles etc.	34	22.61	XII
10.	As a jolly trip	23	15.34	XIII
11.	To learn about vermicompost	125	83.34	I
12.	To learn about bioinoculants	82	54.67	VI
13.	To interact with scientists	99	66	IV

Table 6 : Suggestions to improve the conduct of Krishimela in future (n=150)

Sr. No.	Suggestions	No.	Per cent	Rank
1.	Detailed information on dry farming technology.	106	70.67	II
2.	Experienced guides shall be provided for each group.	150	100.00	I
3.	Information and guidance on marketing of flowers and varmicompost	94	62.67	III
4.	Wide publicity should be given in mass media.	92	61.34	IV
5.	Should be arranged prior to crop season.	74	49.34	VII
6.	Transport facilities at the subsidized rates.	55	36.67	XII
7.	Increase the duration.	68	45.34	IX
8.	Proper direction at entrance.	60	40	XI
9.	Arrange sale of inputs and other materials, seeds and plant materials.	66	44.00	X
10.	Arrange taluk level Krishimelas.	77	51.34	VI
11.	Arrange panel discussion involving experienced farmers.	72	48.00	VIII
12.	Printed information on different aspects of Krishimela should be given to farmers.	88	58.67	V

Conclusion:

It could be concluded from the study that majority of participants were middle aged, married, had primary education with marginal holding and agriculture was their major occupation. Majority of them utilized relatives / friends and RARS, Bijapur /KVK/EEU for obtaining information on conduct of Krishimela followed by media and other sources. Good majority of farmers perceived that, the information on vermin compost, agriculture implements, organic farming and pesticides was more useful. Among different dimensions, most of the participants rated the seminar on organic farming and water management as very good to good. Where as transport and food arrangements needs improvement. As suggested by the farmers there is need to place expert guide to take them around plots and exhibition stalls, providing printed information on dry farming technology, vermicompost and still more publicity through media. This will improve the effectiveness of Kishimela and lead to increased technology adoption by the farmers.

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