

Research Article

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

■ **M.S. CHANDAWAT, P.K. SHARMA, A.B. PARMAR AND BHUPENDER SINGH**

**ARTICLE CHRONICLE :**

**Received:**

11.04.2013;

**Revised :**

01.08.2013;

**Accepted:**

12.08.2013

**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 became 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-economic status, Opinion, Constraints, Suggestion

**How to cite this article :** Chandawat, M.S., Sharma, P.K., Parmar, A.B. and Singh, Bhupender (2013). Study on usefulness of Krishi Mahotsav programme organized in Kheda district of Middle Gujarat. *Agric. Update*, 8(3): 415-418.

### **BACKGROUND AND OBJECTIVES**

60 per cent population of Gujarat is dependent on agriculture for its maintenance. Famines, which strike the State adversely, affect half of the districts of the State. Consequently, economic conditions of the rural areas become hard. Income fluctuates. Due to lack of income and on account of scarcity conditions the farmers have to resort to the relief works. In order to bring the farmers out of this condition and to provide continuity. Gujarat has taken initiative by organizing Krishi Mahotsav, which no other states of the country have done. This programme is being organized every year in Gujarat state which started with Akshya Tritiya as per the Hindu religion calendar. The Krishi Mahotsav event aims at increasing agriculture production by

encouraging farmers to adopt the latest farm technology.

During the last Krishi Mahotsav - 2005, the agricultural scientists had provided guidance for undertaking scientific farming based on knowledge rather than traditional farming by direct communication with farmers in 18000 villages of the State. Along with this, they provided special guidance as regards paying attention to cropping, looking to the soil of the area, how our ancient method can be effective in controlling pest disease, and cost of fertilizers can be reduced, and reduced fertility of soil due to increased use of fertilizers. Intensive efforts were made to bring about agricultural revolution through experts of the State Govt. and its various departments but a question would be raised whether the farmers of the State acquired skill

**Author for correspondence :**

**M. S. CHANDAWAT**  
Krishi Vigyan Kendra,  
Dethali, KHEDA  
(GUJARAT) INDIA  
Email: drchandawat@  
rediffmail.com

See end of the article for authors' affiliations

in farming by obtaining knowledge through the Krishi Mahotsav?

One lakh government employees of 18 department of the State joined in this mission of transforming agriculture and change the mind set of farmers of Gujarat. Effort was made to apply scientific research armed with manual labour and with firm determination in health for explaining basic problems related with farming like restricted use of water, application of fertilizers and pesticides, what type of crops should be sown looking to the texture of soil, use of drip irrigation, and scheme of benefiting from it. Punjab was the first State of the country to bring in green revolution due to abundance of water. Now Gujarat state is ready to initiate the second green revolution in country.

The present research study was undertaken to find out the socio-personal characteristics of respondents.

- To find out the source of information about Krishi Mahotsava programme organization as perceived by respondents.
- To know the perception about overall usefulness of Krishi Mahotsava programme.
- Suggestions and opinion of respondents to make Krishi Mahotsava programme more effective in future.

## RESOURCES AND METHODS

Kheda district has 10 Talukas. In all villages of all talukas of district, Krishi Mahotsav programme was organized in the year 2005, 2006 and 2007. Therefore, sample selection for the purpose of the present study, all 10 Talukas of Kheda district were selected purposively. 5 villages from each Taluka were selected randomly. So total 50 villages were selected for sample selection from 10 Talukas. Then at village level, a comprehensive list of participants who participated in Krishi Mahotsav was prepared with the help of Sarpanch and Village Extension Worker (Agriculture Supervisor). Out of that comprehensive list, 10 farmers from each village were selected randomly. So the total sample size of each Taluka was 50 farmers. Thus the total size of sample consisted of 500 respondents from 50 villages of 10 Talukas of Kheda district. For analysis of the data, average, SD and per cent were calculated and used for analysis.

## OBSERVATIONS AND ANALYSIS

The experimental findings obtained from the present study have been discussed in following heads:

### Socio- personal characteristics of rice growers:

The data shown in the Table 1 reveal that majority of respondents (44 %) were in the age group of 36-50 years and 31.80 per cent were in the age group of above 50 years whereas, only 24.20 per cent of them had young and had 18

to 35 years. The majority of respondents (44.80%) had education up to primary standard (up to class<sup>7</sup> standard) followed by higher secondary school (39 %) whereas only 10.60 per cent respondent had education of graduation. 4.20 per cent of the respondents were illiterate. In case of family structure, majority (55.60%) had nuclear family and had small size family. 30.20 per cent of the respondents had membership in the organization. Majority of the respondents (59.40%) had at least two milch animal followed by respondents with 2 to 4 milch animals (23.40%). Among the respondents, 27.80 per cent were marginal farmers followed by big farmers, (23.80%) and farmers with medium land holding size (23.60%). Only 3.60 per cent of the respondents were land less who may have cultivation on leased land.

**Table 1: Distribution of the respondents according to their socio-personal characteristics n=500**

Sr. No.	Socio-economic characteristics	No.	Per cent
A	<b>Age</b>		
	Young (18 to 35 years)	121	24.20
	Middle (36 to 50 years)	220	44.00
	Old (above 50 years)	159	31.80
B	<b>Education</b>		
	Illiterate	21	4.20
	Primary (Std. 1 to 7)	224	44.80
	Higher Secondary (8 to 12 std.)	195	39.00
	Graduate	53	10.60
	P.G. and Over	7	1.40
C	<b>Type of family</b>		
	Joint	222	44.40
	Nuclear	278	55.60
D	<b>Size of family</b>		
	Small ( up to 6 members)	278	55.60
	Big (above 6 members)	222	44.40
E	<b>Membership in organizations</b>		
	No membership	349	69.80
	Membership in organization	151	30.20
F	<b>Size of land holding</b>		
	Land less	18	3.60
	Marginal farmers (below 1.0 ha)	139	27.80
	Small farmers (1.01 to 2.0 ha)	106	21.20
	Medium (2.01 to 4.0 ha)	118	23.60
	Big farmers (above 4.0 ha)	119	23.80
G	<b>No. of milch animals</b>		
	Up to 2	297	59.40
	2 to 4	117	23.40
	Above 4	86	17.20

### Source of information about Krishi Mahotsav programme:

Majority of the respondents got information regarding organization of Krishi Mahotsav from Sarpanch (66.0%)

followed by Gramsevak (Village Extension Worker) (63.20%) as source of information. Other sources of information were newspapers (13.20%) followed by leaflet (6.20%) containing information about the Krishi Mahotsav's date and venues and neighbours (5.0%). Krishi Govidya (0.40%) and KVK (0.60%) were among the least used as a source of information.

**Table 2 : Source of information about Krishi Mahotsav (n=500)**

Sr. No.	Source of information	No.	Per cent
1.	Gramsevak	316	63.20
2.	T.V.	10	2.00
3.	Radio	14	2.80
4.	KVK	3	0.60
5.	Krishi Govidya	2	0.40
6.	News paper	66	13.20
7.	Neighbours	25	5.00
8.	Leaflet	31	6.20
9.	Poster / Chart	7	1.40
10.	Krishi Jivan	6	1.20
11.	Other magazine	5	1.00
12.	Sarpanch / Panchayat	330	66.00

### Overall perception of Krishi Mahotsav :

Majority of the respondents (54.20%) had opined that Krishi Mahotsav was useful for getting knowledge and was useful medium. Whereas, 36.80 per cent revealed Krishi Mahotsav was useful highly for getting information regarding agriculture and animal husbandry at village level as it is organized before commencing the *Kharif* season. 8.20 per cent of the respondents were opined that Krishi Mahotsav was less useful. Only 0.80 per cent of the respondents opined that Krishi Mahotsav was of no use.

**Table 3 : Overall perception of Krishi Mahotsav (n=500)**

Sr. No.	Source of information	No.	Per cent
1.	Highly useful	184	36.80
2.	Medium useful	271	54.20
3.	Less useful	41	8.20
4.	No useful	4	0.80

### Opinion of farmers about time of Krishi Mahotsav :

Table 4 reveals that majority of respondents (85.80%) agreed with the time of implementation of Krishi Mahotsav. Whereas 8.40 per cent of the respondents opined that it is later than expected. According to them this programme should be organized 15 days earlier as present schedules. It may be suggested due to the marriages and social function occurs in the month in which Krishi Mahotsav started. 65.60 per cent of the respondents opined that next Krishi Mahotsav should be organize in the month of May (1 May to 30 May). While 27 per cent of the respondents said that next Krishi Mahotsav

should be organized from 15 May to 15 June. Only 7.40 per cent of the respondents were opined that next Krishi Mahotsav should be organized between 15 April and 15 May.

**Table 4: Opinion of farmers about time of Krishi Mahotsav (n=500)**

Sr. No.	Opinion	No.	Per cent
A	<b>Opinion about time of Krishi Mahotsav-2007</b>		
1	Timely	429	85.80
2	Earlier than expected	29	5.80
3	Later than expected	42	8.40
B	<b>Opinion about time of next Krishi Mahotsav</b>		
1	15 April - 15 May	37	7.40
2	1 May – 30 May	328	65.60
3	15 May - 15 June	135	27.00

### Opinion of farmers about duration of Krishi Mahotsav:

Data in Table 5 reveal that most of the respondents (82.40%) agree with the duration of the Krishi Mahotsav followed by respondents who opined that duration of Krishi Mahotsav is too short. While only 1.80 per cent of the respondents opined that duration of Krishi Mahotsav is too long and hence, they did not agree with the duration length of the Krishi Mahotsav programme.

**Table 5: Opinion of farmers about duration of Krishi Mahotsav (n = 500)**

Sr. No.	Opinion	No.	Per cent
1.	Reasonable	412	82.40
2.	Too long	9	1.80
3.	Too short	79	15.80

### Opinion about facilities to be provided to farmers for next Krishi Mahotsav :

As per the facilities to be provided to farmers in next Krishi Mahotsav is concerned, 65.60 per cent respondents opined that plant protection equipment should be distributed among the farmers followed by 60.80 per cent of the respondents who responded towards distribution of improved seed. 52.80 per cent of respondents opined that improved kit for animal husbandry should be distributed. While 48.60 per cent of the respondents had opinion that there should be

**Table 6 : Facilities to be provided to farmers for next Krishi Mahotsav**

Sr. No.	Facilities	No.	Per cent
1.	Provision of demonstration on improved technology	243	48.60
2.	Distribution of inputs		
I	Improved seeds	304	60.80
II	Fertilizers	221	44.20
III	Pesticides	239	47.80
IV	Plant protection equipments	328	65.60
V	Improved kit for animal husbandry	264	52.80
VI	Improved kit for backyard kitchen gardening	216	43.20

provision of demonstration on improved technology (Table 6). In a similar programme Sonawale *et al.* (2008) studied the impact of programme implemented by BAIF on the socio-economic status of the beneficiaries from rural Maharashtra.

#### Constraints:

Quality of inputs provided during the Krishi Mahotsav programme was not up to the mark and most of respondent were not satisfied with the same.

Non-presence of competent authorities as the expert/decision making authority was a big question raised by respondents.

Time provided by the Krishi Mahotsav programme was inappropriate and inadequate as that was not suited to the farmers, which ultimately resulted in less participation and hence, could not sustain the success of the first Krishi Mahotsav programme.

#### Suggestion as well as opinion received from the respondents :

There is need to special attention toward market orientation and marketing of agricultural produce so that farmers can reap the good profit and ultimately can sustain their farming.

Some respondents opined that Krishi Mahotsav programme should be organize on cluster basis for whole day e.g. (In between farm village, a central location should identified and should be organized in systematic and with well preparation, these can be made provision for kisan fair also.)

Some respondents suggested that Mahotsav for agricultural and AH should be organized separately on a different day.

Some of the respondent opined that quality of inputs provided to the BPL farmers during the Krishi Mahotsav programme was not up to the mark.

During the Krishi Mahotsav programme optimum use of audio-visual aids containing CD/DVDs/Documentary of latest technology should be ensured especially CDs and video clippings of skill oriented cultivation practices.

Most of the respondent suggested that timing of the Krishi Mahotsav programme should be kept in the morning (7AM to 11.00) or in the evening (5.0 PM to 9 PM) so that majority of village farmers can attend the same which will result in large no. of audiences as participants. In rural area majority of people have to go for labour wage work during the daytime. Some of the respondent suggested that time provided for Krishi Mahotsav Programme was inadequate to address important aspect related to agriculture as well as animal husbandry.

Some respondent suggested that village level meeting should be conduct prior to occurrence of Krishi Mahotsav programme in which with the help of technical person, realistic need based village plan/agenda can prepared so that

kind of information and guidance to be needed at the village level can ensure and that will be only the way to keep keen interest of the farmers in the future programmes.

Instead of their representatives, decision-making authority of concerned department should participate in the programme. So that on the spot decision can be ensured.

#### Conclusion :

An attempt was made in this study to examine the level of usefulness of Krishi Mahotsav Programme-2007 for the farmers of the district. Under the socio-economic characteristic study revealed that the majority of the respondents were found in middle age group(44%) followed by old age farmers(31.80) and were primary educated (44.80 %) followed by 39 per cent of higher secondary level education. Majority of beneficiaries were found passive participation and belonged to nuclear family (55.60%). In case of size of land holding, 27.80 per cent were small farmers followed by big and medium farmers. In case of milch animals, majority of farmers had 2 milch animals per house hold (59.40%). Only 17.20 per cent had more than 4 milch animals with them.

In case of over all level of usefulness of Krishi Mahotsav, data revealed that, majority of respondents (54.20%) showed Krishi Mahotsav as medium useful to them followed by highly usefulness (36.80%).

Result of the study pointed out that the utility level of Krishi Mahotsav programme for majority the farmers of Kheda district was found to medium useful. Hence, it can be concluded that AAU-Anand should keep continue to organise Krishi Mahotsav programme keeping stress to become transform Krishi Mahotsav programme from 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 emphasised.

---

#### Authors' affiliations :

**P.K. SHARMA, A.B. PARMAR AND BHUPENDER SINGH**, Krishi Vigyan Kendra, Dethali, KHEDA (GUJARAT) INDIA

---

#### REFERENCES

- Kumar, Nirmal, Rautaray, S.K., Gupat, M. and Singh, A.K.** (2005). Impact of summer school on mechanization of rice production technology. *IJEE*, **41**:54-57.
- Sonawale, H.P., Khalache, P.G. and Gaikwad, J. H.** (2008). Impact of programme implemented by BAIF on the socio-economic status of the beneficiaries from rural Maharashtra. *Agric. Update*, **3** (3&4): 280-285.
- Sunil, N.K. and Manjula, N.** (2007). Impact of Krishi Vigyan Kendra Training on adoption of vermicompost technology by participant farmers in north Karnataka. *Agric. Update*, **4** (1&2):48-50.

8<sup>th</sup>  
Year  
★★★★★ of Excellence ★★★★★