

Research Article

## Personal profile of the beneficiaries of KVKs

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**SUMMARY :** The development of agriculture is an integral part of economic development of country. Generally, development of agriculture requires resources, well approachable system which collects the technical message from the research station and disseminates to grass root level and should work to eliminate the constraints. In these views government of India had launched various agricultural developmental projects, programme and schemes. In that the KVK, one of the important organization which works at the district level. KVK is the training centre which knows how to transfer the technologies to grass root level; how to act as source and compile feedback for technology refinement and help to buildup the confidence in the farming community. It was observed that the KVKs are playing key role in technology transfer and success of those technologies. The present investigation was conducted in adopted villages of KVKs Vyara and Ambeti of Gujarat in the year 2010-11. An ex-post facto design was adopted for this study. Total 200 respondents were selected from 10 adopted villages. The study stated that, by and large majority beneficiaries of KVKs were in middle age groups, primary level of education, small land holding, annual income between Rs. 50,001 to Rs. 1,00,000, medium family size, membership in one organization, frequently assessed the information, medium level of farming experience, medium level of innovativeness, medium level of knowledge about recommended agricultural practices, medium level of adoption about recommended agricultural practices, favourable attitude towards KVK activities, medium level of modernization and medium decision making ability.

**KEY WORDS :**

Personal profile,

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### **BACKGROUND AND OBJECTIVES**

Now-a-days, nearly 83 per cent of Indian population depends on agriculture and allied enterprises, out of which 52 per cent are getting direct employment from agriculture sector. Thus, agriculture is still the backbone of Indian economy (Babu and Subash, 2009). The development of agriculture is an integral part of economic development of the country. In the words of Hon'ble Prime Minister of India, "Higher growth rate of economy can be achieved by giving more importance to agriculture" (Prasad *et al.*, 2008). As per 'The Hindu' agriculture accounted for 17.1 per cent of gross domestic product (GDP) and 12.20 per cent national export at present (Anonymous, 2009). The Hon'ble Agricultural Minister of India stated

that "India has achieved a sustainable production of 231.67 million tons food grain and 28.28 million tons oil seeds in 2008-2009". These milestones were achieved mainly due to technological interventions and hard work put by agricultural researchers, extension professionals, policy makers and all those engaged in the task of development. However, sustaining this growth rate and achieving the required food grain production of 320 million tons by 2025 would be a difficult task considering some of the challenges like non-expanding land, depleting soil and water resources, adverse impacts of climate change, rising cost of production, insufficient public and private service providers, diminishing agriculture labour availability and farmers' reduced interest in agriculture.

However, to overcome the bottlenecks,

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India has 45 Crop Based Research Institutes, 4 Deemed Universities, 4 regional level Extension Education Institutes, 6 National Bureaus, 17 National Research Centers, 25 Project Directorates, 61 All India Coordinated Research Projects and 17 Network Projects, 45 State Agricultural Universities (including one Deemed University), one Central Agricultural University and 570 Krishi Vigyan Kendras (KVKs) (Ayyappan, 2010).

Considering the importance of institutional approach, the Education Commission (1964-66) provided a thought about vocational education in agriculture and allied fields at pre and post matriculation levels to cater the information through training by identifying the needs of a large number of boys and girls coming from rural areas. The ICAR Standing Committee on agricultural education in its meeting held in August, 1973, decided to constitute a committee to work out a detailed plan for implementing the KVKs. First KVK was established in 1974 at Pondicherry, however, at the end of 10<sup>th</sup> Five Year Plan 570 KVKs were established throughout India, out of 378 are under State Agricultural Universities (SAUs), 41 are attached to ICAR, 118 are under NGOs and 33 under State Governments. The Gujarat state has 25 KVKs at present out of which 14 are under SAUs, one is attached to ICAR and 10 under Non-Government Organizations (NGOs) (Anonymous, 2009).

In the present day, the main functions of the KVKs are to conduct training programmes, on-farm testing (OFT), front line demonstration (FLD), and technology refinement. In the year 2008-09 KVKs refined 520 technologies at 2,044 locations with 20,002 OFTs and 75,825 FLDs including various crops, livestock's and fishery. Moreover, 51,774 training programmes were organized with 12,42,000 farmers, including rural youths while, 2,64,485 extension programmes were organized involving 8,069,061 farmers, through which 5,102 improved livestock strains of dairy animals, piglets, goat, sheep were produced. In addition 2,258 demonstrations were also organized on various tools and implements related to tillage operation (Anonymous, 2008).

## RESOURCES AND METHODS

The present investigation was conducted in adopted villages of KVKs Vyara and Ambeti of Gujarat. An ex-post facto design was adopted for this study (Kerlinger, 1976). The information of KVKs was obtained from the Directorate of Extension Education, Navsari Agricultural University, Navsari. For the selection of respondents, a comprehensive list of tribal farmers was obtained from the respective KVK. Ten adopted villages were selected from each KVK, thus, the total number of selected villages was 20 and 10 respondents from each selected village were randomly selected. Thus, the total sample size for the study was 200.

For collecting the data from the respondents, personal interview method was used. Out of fourteen independent variables, ten were measured through empirical scales developed by eminent scientists with due modifications and for remaining, a structured schedule was especially developed for the study. The statistical tools like; mean, standard deviation, rank, correlation of coefficient and paired t-test were used to analyze the data.

## OBSERVATIONS AND ANALYSIS

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

### Personal profile of the beneficiaries of KVKs:

The data regarding personal profile of beneficiaries of KVKs were analyzed and presented in the following sequence.

#### Age:

Age refers as the number of years completed by an individual at the time of collection of information.

It becomes clear from the data indicated in Table 1 that majority (45.00 %) of the respondents were in the middle age group. The respondents found in young and old age group were 28.00 per cent and 27.00, respectively.

**Table 1: Distribution of respondents according to their age**

Sr.No.	Age groups	Frequency	Percentage
1.	Young age	56	28.00
2.	Middle age	90	45.00
3.	Old age	54	27.00
	Total	200	100.00

In general, majority (45.00 %) of respondents were in the middle age group. Thus, it indicates that this is age considered to be actively working age and being a responsible one for supporting to their farming activities.

#### Education:

Education plays an important role in bringing out desirable changes in human behaviour in the form of knowledge, skill and attitude. Education is valued as means of increasing level of knowledge and information. An individual's behaviour is influenced by his formal education and leads his mental development which shapes his view points.

It becomes clear from the data indicated in Table 2 that slightly less than one third (31.00 %) of the respondents were found to have primary level education. The respondents from secondary and higher secondary level of education and illiterate category were 30.00 per cent and 20.00 per cent,

respectively. Very few respondents (19.00 %) of the respondents were found having college level of education and above level education.

**Table 2: Distribution of respondents according to their education**

Sr. No.	Level of education	Frequency	Percentage
1.	Illiterate	40	20.00
2.	Primary level of education	62	31.00
3.	Secondary and higher secondary level of education	60	30.00
4.	College level of education and above	38	19.00
	Total	200	100.00

### Land holding:

Several research studies have indicated that land holding works as major factor which influenced in the development of an individual enterprise.

The data presented in Table 3 indicated that 36.00 per cent of the respondents belonged to the category of small farmer, 34.00 per cent of the respondents belonged to the category of marginal farmer and 15.00 and 15.00 per cent respondents belonged to the category of medium farmer and big farmer, respectively.

**Table 3: Distribution of respondents according to their land holding**

Sr. No.	Land holding	Frequency	Percentage
1.	Marginal farmer	68	34.00
2.	Small farmer	72	36.00
3.	Medium farmer	30	15.00
4.	Big farmer	30	15.00
	Total	200	100.00

In general, majority (36.00 %) of respondents were found in the category of small land holding. The possible reason of this finding might be tribal area selected for the study.

### Annual income:

Annual income has been a major economic factor which might be influenced to beneficiaries of KVKs.

The data presented in Table 4 indicated that (28.50 %) of the respondents were having annual income between Rs.

**Table 4: Distribution of respondents according to their annual income**

Sr. No.	Range of annual income	Frequency	Percentage
1.	Up to Rs. 50,000	51	25.50
2.	Rs. 50,001 to Rs. 1,00,000	57	28.50
3.	Rs. 1,00,001 to Rs. 1,50,000	36	18.00
4.	Rs. 1,50,001 to Rs. 2,00,000	28	14.00
5.	Above Rs. 2,00,001	28	14.00
	Total	200	100.00

50,001 to Rs. 1,00,000, one fourth of the respondents (25.50 %) were having annual income up to Rs. 50,000, 18.00 per cent of the respondents were having annual income between Rs. 1,00,001 to Rs. 1,50,000, while 14.00 per cent and 14.00 per cent of the respondents had annual income between Rs. 1,50,001 to Rs. 2,00,000 and above Rs. 2,00,001, respectively.

Thus, majority (28.50 %) of the respondents were having annual income between Rs. 50,001 to Rs. 1,00,000.

### Size of family:

This referred to the total number of members in the respondent's family consisting of husband, wife, children and other dependents. The size of family was measured on the basis of total number of family members of respondents. It was measured with the help of SES scale developed by Venkatarmaiah (1983).

The data of the Table 5 indicated that slightly less than half (42.00 %) of the respondents had medium size of family, slightly less than one third (32.50 %) of the respondents had small size of family and 25.50 per cent of the respondents had large size of family category.

**Table 5: Distribution of respondents according to their Size of family**

Sr. No.	Size of family	Frequency	Percentage
1.	Small size of family (Up to 5 members)	65	32.50
2.	Medium size of family (6 to 8 members)	84	42.00
3.	Large size of family (More than 8 members)	51	25.50
	Total	200	100.00

In general, slightly less than half (42.00 %) of the respondents belonged to medium size of family.

### Social participation:

Social participation was operationalized as the degree of involvement of respondents in the number of social organizations. It was measured with the help of SES scale developed by Venkatarmaiah (1983).

The information presented in Table 6 revealed that slightly more than half of the respondents had membership in one organization, 45.00 per cent of the respondents had no membership in any organization and only 01.00 per cent of the

**Table 6: Distribution of respondents according to their social participation**

Sr. No.	Social participation	Frequency	Percentage
1.	No membership	90	45.00
2.	Membership in one organization	108	54.00
3.	Membership in more than one organization	2	01.00
	Total	200	100.00

respondents had membership in more than one organization.

In general, majority (54.00 %) of the respondents had membership in one organization. The possible reason for this finding might be that each of the respondents has their distinct requirements for the development in their profession or for their family requirements to obtain the benefits.

#### Information input behaviour:

This variable refers to receive or get the latest agricultural information from various sources like friends, neighbours, progressive farmers, magazines, radio, T.V., newspapers, exhibitions, etc.

The data presented in Table 7 revealed that majority (61.00 %) of the respondents had frequently assessed the information, 34.00 per cent of the respondents had rarely assessed the information and 5.00 per cent of them had regularly assessed the information.

Thus, in general majority (61.00 %) of the respondents had frequently assessed the information.

**Table 7 : Distribution of respondents according to their information input behaviour**

Sr. No.	Level of source of information	Frequency	Percentage
1.	Rarely assess the information	68	34.00
2.	Frequently assess the information	122	61.00
3.	Regularly assess the information	10	05.00
	Total	200	100.00

#### Farming experience:

The respondents were asked to indicate their farming experience in completed years.

The data presented in Table 8 revealed that 44.50 per cent of the respondents were having medium level of farming experience, 35.00 per cent of the respondents had lower level of farming experience and 20.50 per cent were from higher level of farming experience category.

In general, majority (44.50 %) of the respondents had medium level of farming experience. This might be due to farming occupation as their traditional occupation.

**Table 8 : Distribution of respondents according to their farming experience**

Sr. No.	Level of farming experience	Frequency	Percentage
1.	Lower level of farming experience	70	35.00
2.	Medium level of farming experience	89	44.50
3.	Higher level of farming experience	41	20.50
	Total	200	100.00

#### Innovativeness:

The information regarding innovativeness was collected

from the respondents and same was divided into three groups viz., (i) lower level of innovativeness (1 score), (ii) medium level of innovativeness (2 score) and (iii) higher level of innovativeness (3 score). The data in this regards are presented in Table 9.

**Table 9 : Distribution of respondents according to their innovativeness**

Sr. No.	Categories	Frequency	Percentage
1.	Lower level of innovativeness	76	38.00
2.	Medium level of innovativeness	93	46.50
3.	Higher level of innovativeness	31	15.50
	Total	200	100.00

It is evident from Table 9 that slightly less than half (46.50 %) of the respondents had medium level of innovativeness followed by 38.00 per cent and 15.50 per cent of respondents had lower level and higher level of innovativeness, respectively.

Thus, in general majority (46.50 %) of the respondents had medium level of innovativeness.

It is true that, innovativeness stimulates the respondents for efficient utilization of available resources. This might be due to their unique nature and the enterprise in which they are engaged.

#### Knowledge level:

Knowledge word is normally mean out as an individual "aware about or know how" of their enterprise.

Table 10 clearly indicated that slightly more than half (54.00 %) of the respondents had medium level of knowledge of their enterprise followed by 42.50 per cent and 3.50 per cent of the respondents had low level and high level of knowledge of their enterprise, respectively.

**Table 10: Distribution of respondents according to their knowledge level**

Sr. No.	Knowledge level	Frequency	Percentage
1.	Low level of knowledge	85	42.50
2.	Medium level of knowledge	108	54.00
3.	High level of knowledge	7	03.50
	Total	200	100.00

The overall data indicated that slightly more than half (54.00 %) of the respondents possessed medium level of knowledge about their enterprise. This might be due to awareness regarding new recommended practices, financial facility and medium level of education.

#### Extent of adoption:

The data regarding the adoption level of recommended

agricultural practices were collected.

From Table 11 it is clear that majority (60.50%) of the respondents had medium level of adoption followed by 24.00 per cent and 15.50 per cent had low level and high level of adoption, respectively.

It can be concluded that majority (60.50 %) of the respondents had medium level of adoption of recommended agricultural practices.

**Table 11: Distribution of respondents according to their extent of adoption**

Sr. No.	Extent of adoption	Frequency	Percentage
1.	Low level of adoption	48	24.00
2.	Medium level of adoption	121	60.50
3.	High level of adoption	31	15.50
Total		200	100.00

This might be due to the fact that the KVKs had convinced them for increasing the crop production and thereby increasing income.

#### Attitude towards KVK activities:

Attitude is a state of willingness or a tendency to react in a certain manner. It can also be said on the degree of positive or negative feeling towards some psychological object.

The data presented in Table 12 revealed that more than half (55.50 %) of the respondents had favourable attitude towards KVK activities, 30.00 per cent of the respondents had less favourable attitude towards KVK activities and 14.50 per cent of them were found having more favourable attitude towards KVK activities.

Thus, in general majority (55.50 %) of the respondents possessed favourable attitude towards KVK activities. The probable reason might be due to timely supply of required information with suitable quality inputs.

**Table 12: Distribution of respondents according to their attitude**

Sr. No	Level of attitude	Frequency	Percentage
1.	Less favourable attitude	60	30.00
2.	Favourable attitude	111	55.50
3.	More favourable attitude	29	14.50
Total		200	100.00

#### Modernization:

The views about modernization were collected and grouped in to three categories viz., (i) lower level of overall modernity (up to 23 score), (ii) medium level of overall modernity (24 to 34 score) and (iii) higher level of overall modernity (above 34 score) and presented in Table 13.

**Table 13 : Distribution of respondents according to their modernization**

Sr. No.	Level of modernization	Frequency	Percentage
1.	Low level of modernization	50	25.00
2.	Medium level of modernization	110	55.00
3.	High level of modernization	40	20.00
Total		200	100.00

It is observed from Table 13 that more than half (55.00 %) of respondents had medium level of modernization followed by 25.00 per cent and 20.00 per cent of respondents had low level and high level of modernization, respectively. The overall data indicated that majority (55.00 %) of the respondents had medium level of overall modernity. The probable reason of this finding might be that, they modified according to present social scenario.

#### Decision making ability:

It refers to as a consciously choosing course of action within alternative sources. In context to KVK activities, decision making is said to be consulting the experts before making any important decision for their demonstration, training as well as for technology transfer programme but, many times they independently takes certain decision.

Table 14 clearly indicates that more than half (55.00 %) of the respondents were found in medium decision making ability category, 33.50 per cent had poor decision making ability category and 11.50 per cent of the respondents belonged to good decision making ability category.

**Table 14: Distribution of respondents according to their decision making ability**

Sr. No.	Level of decision making ability	Frequency	Percentage
1.	Poor decision making ability	67	33.50
2.	Medium decision making ability	110	55.00
3.	Good decision making ability	23	11.50
Total		200	100.00

In general, majority (55.00 %) of the respondents were in medium decision making ability category. The probable reason for the above situation might be due to the fact that the majority of them have such type of work in which they need authority/decisive support or might have source of income in the case of failure in their work.

#### Conclusion:

From the findings of the study, it can be concluded that, majority of the beneficiaries of KVKs were in the middle age group, primary level of education category, small land holding, annual income between Rs. 50,001 to Rs. 1, 00,000, medium family size, membership in one organization,

frequently assessed the information, medium level of farming experience, medium level of innovativeness, medium level of knowledge about recommended agricultural practices, medium level of adoption about recommended agricultural practices, possessed favourable attitude towards KVK activities, medium decision making ability category. Similar findings have been reported by Jadhav *et al.* (2003).

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