

# A Study on Farmers' Awareness towards Krishi Vigyan Kendra in Tenkasi Area

R. Chitra<sup>1\*</sup> and M. Kanagarajan<sup>2</sup>

<sup>1</sup>Assistant Professor, Department of Commerce, JP College of Arts and Science (Autonomous), Ayikudi, Tamil Nadu

<sup>2</sup>III B.Com B Department of Commerce, JP College of Arts and Science (Autonomous), Ayikudi, Tamil Nadu

\*Corresponding Author Email: [chitra@jpcas.edu.in](mailto:chitra@jpcas.edu.in)

## **Abstract**

India is basically an agrarian country. 61.5 percent of the Indian population is involved in agriculture and 60.45 percent of the land of the country is under agriculture. Agriculture contributes 15.87 percent of the GDP of India. Being such a huge activity will have its inherent problems too. The farmers of India face challenges such as changing climatic conditions, lack of marketing assistance, poor technical know how, competency in agriculture. Scientific orientation to farmers enables them to adopt improved and newer technologies and to introduce each change into his own operations as and when found practicable and feasible. In order to support the farming communities on the above issues, Krishi Vigyan Kendras, a unique system was established by Indian Council of Agricultural Research. The concept of Krishi Vigyan Kendra was given by Dr. M.S. Swaminathan the father of Indian agricultural research. He convinced Government of India that there is dire necessity to develop Krishi Vigyan Kendra in each district of India with an objective to cater activities such as technology assessment, refinement and demonstration of technological product. A research study was designed to analyse the awareness level of farmers regarding the various services provided under the KVK scheme in Tenkasi area. The present investigation included 150 farmers from Tenkasi area of Tamil Nadu.

**Keywords:** Agriculture, Krishi Vigyan Kendra, Awareness of Farmers

## **Introduction**

Agriculture is the backbone of Indian economy which provides food and nutritional securities as well as employment and livelihoods to rural masses. Agriculture plays a vital

role in employment generation in the Indian economy, with nearly half of the Indian population being dependent on agriculture and allied activities for their livelihood. Agriculture has now become extremely competitive. Practicing agriculture demands to be innovative, nature friendly, relying on farmers' wisdom and make use of modern development of science. So far, the achievements in respect of agricultural growth and food production have been spectacular with self-sufficiency in food grain. To enhance the agricultural activity the Central Government have established farm science center (Krishi Vigyan Kendra) on 1974. It was founded as a revolutionary science-based organization with the mission of educating farmers and field-level extension personnel in vocational skills.

### **Statement of the Problem**

Farmers are facing various problems as their crops did not fetch the reasonable price all over the country. The fall in the price, increase in cost of cultivation especially increase in the price of fertilizer, severely affect the farmers. There are many defects like forced sale of products, large number of middlemen, unregulated markets, malpractices in mandies, lack of proper grading and standardization, lack of proper storage facilities, lack of financial facilities and transportation problems in the present system of agricultural marketing. Because of these defects, the farmer does not get a fair and reasonable price for his produce. The farming has to be sustainable and profitable in different resource environment in order to bring in financial and livelihood security for rural households. To address issues related to technology dissemination in agriculture, the Krishi Vigyan Kendra (KVK), known also as Agriculture Science Centre, a grass root level scheme has been designed and nurtured by Indian Council of Agricultural Research (ICAR) for the past four decades. Hence the researcher has made an attempt to know the awareness of farmers towards various schemes in Krishi Vigyan Kendra.

### **Objectives of the study**

1. To study the profile of the farmers who are using the KVK scheme in Tenkasi area.
2. To analyse the awareness level of the farmers regarding the various services provided under the KVK schemes in Tenkasi area.

## Methodology

The Present study is based on the field survey conducted with the help of a well - structured questionnaire and interviews with farmers. The study is confined to Tenkasi area and the 150 farmers have been selected by simple random sampling technique from probability sampling method. The collected data was analysed with proper statistical tools like Percentage analysis and Weighted Arithmetic Mean Score.

## Area of the Study

Tenkasi area is predominantly an agricultural district. So the researcher has made an effort to examine the awareness level of farmers towards various services provided under the Krishi VigyanKendra schemes in Tenkasi area.

## Result and Discussion

No: 150

Gender		Frequency	Percent
1	Male	114	76
2	Female	36	24
Age			
1	Below 25yrs	18	12
2	25 – 35	38	25.3
3	36 – 45	24	16
4	Above 45	70	46.7
Marital Status			
1	Married	132	88
2	Unmarried	18	12
Education			
1	Illiterate	9	6
2	Middle school	78	52
3	High School	51	34
4	Degree and Diploma	12	8

**Gender:** The perception of male and female respondents related to Krishi Vigyan Kendra is presented in the above table. Among the total number of 150 farmers, 114 Farmers with a

percent of 76% are male and 36 farmers with a percent of 24% are female. The table clearly presents that most of the farmers are male.

**Age:** The above table shows that 70(46.7 Percent) of the farmers fall under above 45years, 38 (25.3 Percent) are in between 25 -35 years of age, 24 (16 percent) are in age group of 36 – 45 years where as only 18 (12 percent) of farmers are in age group of below 25 years.

**Marital Status:** The perception of married and unmarried farmers related to Krishi Vigyan Kendra is presented in the above table Among the total number of 150 respondents, 132 farmers with a percent of 88% are married and 18 farmers with a percent of 12% are unmarried. The table clearly presents that maximum respondents are married farmers.

**Education:** The results show that a significant number of farmers i.e. 78 (52%) were having Middle school education and 51 (34%) farmers were having education up to High School. 12 (8%) Farmers were having education up to bachelor degree and Diploma . 9 (6%) Farmers were illiterate. Due to lack of education, farmers may not be able to learn modern agricultural techniques, methods and they have to dependent upon traditional farming practices.

**Farmers’ Awareness level on different services provided by the Krishi Vigyan Kendra**

S. No	Statements	1	2	3	4	5	Weighted average score	Mean score	Result
1	KVK offers on-campus and off-campus instruction in Agriculture,Animal Husbandry, Horticulture, Home Science, Soil Science, and Agricultural Engineering to rural farmers and Youths.	16x16	13x26	7x31	22x48	92x5460	611	4.07	Aware
2	KVK Executes Front Line Demonstrations and On Farm Testing	2x12	20x240	7x31	33x4132	88x5440	635	4.23	Aware

3	KVK collect soil, water, and plant samples from damaged agricultural and horticultural fields, study the samples, and implement corrective actions.	45x1 45	1x2 2	4x3 12	20x4 80	80x5 400	539	3.59	Aware
4	KVK delivers advice and ideas in multiple disciplines in response to questions posed by farmers via online video conferencing.	9x19	44x2 88	9x3 27	15x4 60	73x5 365	549	3.66	Aware
5	KVK provides technical help by direct, telephone, correspondence, videoconferencing, and All India Radio.	80x1 80	29x2 58	3x39	13x4 52	25x5 125	324	2.16	Not Aware
6	KVK arranges a Mass Contact Programme	6x16	10x2 20	92x3 276	12x4 48	30x5 150	500	3.33	Neither Aware or not Aware
7	KVK tour diverse farms and deliver consultation facilities	20x1 20	21x2 42	13x3 39	24x4 96	72x5 360	557	3.71	Aware
8	KVK issues Project report for securing bank credit for new farm establishment	12x1 12	95x2 90	9x3 27	8x4 32	26x5 130	391	2.60	Neither Aware or not Aware
9	KVK develops and distribute pamphlets, brochures, booklets, and leaflets on numerous disciplines to farmers, businesses, and self-help groups.	17x1 17	86x2 172	24x3 72	3x4 12	20x5 100	373	2.48	Not Aware

10	KVK Classifies Exhibition and technique	12x1 12	17x2 34	4x3 12	92x4 368	25x5 125	551	3.67	Aware
11	KVK performs Video shows	88x1 88	30x2 60	23x3 69	7x4 28	2x5 10	255	1.7	Not Aware
12	KVK participates in Disease investigation during vacation	94x1 94	33x2 66	14x3 42	4x4 16	5x5 25	243	1.62	Not Aware
13	KVK conducts Seminar /Conference / Workshop / Training Participation	70x1 70	32x2 64	16x3 48	10x4 40	22x5 110	332	2.21	Not Aware
14	KVK members provide Guest Lecture	75x1 75	29x2 58	8x3 24	4x4 16	34x5 170	343	2.28	Not Aware

The awareness of farmers related to Krishi Vigyan Kendra is presented in the above table with a few statements. The result of the awareness is categorized in to aware, not aware and neither aware or not aware.

The statements which give the result of aware by the farmers are KVK offers on-campus and off- campus instruction in Agriculture, Animal Husbandry, Horticulture, Home Science, Soil Science, and Agricultural Engineering to rural farmers and Youths, KVK Executes Front Line Demonstrations and On Farm Testing, KVK collect soil, water, and plant samples from damaged agricultural and horticultural fields, study the samples, and implement corrective actions, KVK delivers advise and ideas in multiple disciplines in response to questions posed by farmers via online video conferencing, KVK tour diverse farms and deliver consultation facilities, KVK Classifies Exhibition and technique and their weighted average score is 4.07,4.23,3.59,3.66,3.67 and 3.71 respectively.

The statements which give a result of neither aware or not aware by the farmers are KVK arranges a Mass Contact Programme, KVK issues Project report for securing bank credit for new farm establishment and their weighted average score is 3.33 and 2.60 respectively. The statements which give a result of not aware by the farmers are KVK provides technical help by direct, telephone, correspondence, videoconferencing, and All

India Radio, KVK develops and distribute pamphlets, brochures, booklets, and leaflets on numerous disciplines to farmers, businesses, and self-help groups, KVK performs Video shows, KVK participates in Disease investigation during vacation, KVK conducts Seminar /Conference / Workshop / Training Participation, KVK members provide Guest Lecture and their weighted average score is 2.16, 2.48, 1.7, 1.62, 2.21 and 2.28 respectively.

### Suggestion

- More number of training should be given to the farmers related to Disease investigation during vacation
- The farmers are not much aware of the activities of KVK. Therefore, they need to attend all the meeting conducted by the KVK which can be very helpful for their self-development. They need to ensure that they attend all the training programmes provided by the KVK. Evenif they miss a meeting, they may visit the KVK on a later stage and keep themselves updated of the activities of the KVK.
- Training should be conducted in their own villages.

### Conclusion

From the above study it can be concluded that the Krishi Vigyan Kendra contributed positively in enhancing the adoption level of farmers in various aspects of agricultural production technologies. KVK practices created great awareness and motivated the other farmers to adopt appropriate production technologies. Indeed the efforts of the KVK seemed to have a positive effect in enhancing the farmers' technical knowledge on agricultural production technologies. Due to the interventions of KVK scientists in training, demonstrations activities, on farm trials and other extension activities helped in enhancing the knowledge level of farmers which in turn led higher adoption of agricultural production technologies.

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