

Usefulness of Krishi Vigyan Kendra Perceived by Paddy Farmers of West Godavari District

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ABSTRACT: The study was conducted in undi mandal of west godavari district with a view to know the usefulness of Krishi Vigyan Kendra, undi as perceived by paddy farmers. 120 paddy farmers were selected purposively from six villages. Majority of paddy farmers had perceived Krishi Vigyan Kendra as reliable source of information regarding improved variety, plant protection measure and fertilizer management. Majority of the respondents were found aware about the various activities carried out by the Krishi Vigyan Kendra in which short term training programme more preferred by the growers. Majority of them were also aware of the farmer oriented activities of Krishi Vigyan Kendra.

Keywords: Usefulness, Awareness, Krishi Vigyan Kendra.

INTRODUCTION

Krishi Vigyan Kendra (KVK) is an Institutional Project of the Indian Council of Agricultural Research (ICAR) to demonstrate the "Application" of Science and Technology input of agricultural research and education on the farmers field and in the rural area with the help of a multi-disciplinary team of scientists. It is, therefore, also called as a frontline transfer of technology or extension system in the country. The agricultural technology is transferred through imparting vocational training programs conducted to the farmers, farm-women, rural youths and grass root level extension workers in broad-based agricultural production. The emphasis is given to provide critical skills so that the participants may confidently use on their farms to increase agricultural productivity and also become economically self-reliant through gainful self-employment. The responsibility to train these farmers on various aspects of agriculture was given to the KVK of the district one of the main tasks of KVK is to provide and improve the level of knowledge of trainees about the improved farm practices, because knowledge is cognitive component of individual's mind and plays an important role in covert as well as overt behaviour

and individuals with a greater knowledge of technical nature of improved practices would lead to high adoption possibly because knowledge is not inert. Once knowledge is acquired and retained, it undergoes and produces changes in thinking process and mental alchemy. This study was therefore, conducted to ascertain the usefulness of Krishi Vigyan Kendra Perceived by paddy farmers of west Godavari district.

OBJECTIVES

- (i) To determine the usefulness of the Krishi Vigyan Kendra on the basis of the opinion expressed by the paddy farmers.
- (ii) To know the awareness of paddy farmers about the role of Krishi Vigyan Kendra.
- (iii) To identify the type of advantages availed by the paddy farmers through the KVK.

METHODOLOGY

The present study was conducted in UNDI mandal of west Godavari district. Six villages namely undi, kolamuru, chilukuru, kaligotla, uppuluru and mahadevapatnam were purposively selected because more number of participants in the different activities

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of Krishi Vigyan Kendra took part from these villages as well as all six villages having maximum area under paddy cultivation. From each selected villages 20 paddy farmers were selected by simple random sampling technique. Thus, the sample consisted of 120 respondents. The data were collected through personal interview method using structural schedule. The ex-post facto research design was employed in the present investigation. The obtained data were analyzed with the help of frequency and percentage.

RESULTS AND DISCUSSION

Usefulness of KVK as Information Centre

The results revealed that majority of the respondents (86.00%) had perceived Krishi Vigyan Kendra as rich resource centre of agriculture information.

Table 1

Perception of respondents regarding usefulness of the Krishi Vigyan Kendra as an information centre

S. No.	Usefulness	Frequency (120)	Percentage
1.	No. of paddy farmers who perceived Krishi Vigyan Kendra as information centre	104	86.66
<i>Sowing</i>			
2.	Information regarding high yielding variety	101	84
3.	Information regarding source of seed material	99	82
4.	Information regarding seed rate Kg/ha	85	71
5.	Information regarding seed treatment	77	64
<i>Chemical Fertilizers</i>			
6.	Information regarding proper time of application	91	76
7.	Information regarding dose of fertilizer	81	68
8.	Information regarding method of applying fertilizer	65	54
<i>Plant Protection Measure</i>			
9.	Information regarding pesticides/ insecticides to be used against pest of paddy crop	86	72
10.	Information regarding proportion of pesticide/ insecticides to be used	77	64
11.	Information regarding when and how to apply pesticides/ insecticide	80	67
12.	Information regarding Bio-control agents	89	74

Majority of the paddy farmers (86.66%) had considered Krishi Vigyan Kendra as a source of information regarding high varieties of paddy while 84.00 per cent and 82.00 per cent paddy farmers had expressed their views as a source of information regarding high varieties and seed rate, respectively.

Majority of the paddy farmers (76.00%) received the information regarding timely application of fertilizer from Krishi Vigyan Kendra. However, 68.00 and 54.00 per cent considered it as a source of information for the proper dose and methods of application, respectively.

About 72.00 per cent paddy farmers considered Krishi Vigyan Kendra as a source of information on pesticides to be used against insect/pests and disease of the crop. The data further revealed that 67 per cent respondents considered Krishi Vigyan Kendra as a source of information regarding when and how to apply the plant protection measures. About 74 per cent of the farmers expressed about information regarding availability of bio control agents. Whereas, 64 per cent growers expressed that information regarding proportion of pesticide to be used

Table 2

Perception of respondents regarding usefulness of the Krishi Vigyan Kendra as a source of inspiration for adoption of improved farm practices

S. No.	Usefulness	Frequency (120)	Percentage (100)
1.	No. of paddy farmers considering Krishi Vigyan Kendra as a source of inspiration for adoption of improved production technology	102	85
<i>Inspiration Regarding</i>			
2.	Adoption of High Yielding Variety.	98	82
3.	Adoption of seed treatment with fungicides	103	86
4.	Adoption of Plant Protection Measure	91	76
5.	Adoption of recommended dose of fertilizer	76	63
6.	Adoption of weed management at proper time	101	84

Data presented in Table 2 revealed that 85.00 per cent paddy farmers perceived the usefulness of Krishi Vigyan Kendra as a source of inspiration for adoption of improved farm practices. More than eighty three per cent respondents were inspired for sowing high variety, while 86.66 per cent were inspired for the adoption of seed treatment. Out of 120 farmers, 76 and 63 per cent were inspired for adoption of plant protection measures and use of fertilizers, respectively. The result further indicated that 84.00 per cent respondents made aware for weed management at proper time in paddy cultivation.

Awareness of Activities

The responses of respondents about awareness regarding objectives of Krishi Vigyan Kendra are presented in Table 3. Majority of the respondents

(78.00%) agreed that they were aware about the short term trainings organized by the Krishi Vigyan Kendra.

Table 3
Awareness of respondents about activities of Krishi Vigyan Kendra

S. No.	Awareness	Frequency (120)	Percentage (100)
1.	Short term training programme on different aspects of agriculture	94	78
2.	Organizing various extension activities such as farmers day, field day, farmers field school, exposure visit etc.	82	68
3.	Diagnostic visit to farmers field	89	74
4.	Conducting Front Line Demonstrations on paddy	98	82
5.	Long term vocational training for rural youth	52	43

It was found that 68 per cent respondents were aware about various extension activities organized by the Kendra such as farmer's day, field day, exposure visit etc. The data further indicated that 74 per cent respondents showed awareness about diagnostic visit to farmers field and the 82 per cent of the respondents have awareness about front line demonstration laid down on their field. Only 43 per cent respondents indicated their awareness about long term vocational training for rural youth.

Table 4
Advantage availed by paddy farmers from Krishi Vigyan Kendra

S. No.	Advantages	Frequency (120)	Percentage (100)
1.	Information regarding scientific cultivation method of paddy	94	78
2.	Seed material for paddy	79	66
3.	Information about availability of seed materials from other source	85	71
4.	Guidance regarding use of pesticides, its proportion, time and methods.	91	76
5.	Guidance regarding use of fertilizers its doses, time and methods of application	101	84
6.	Use of bio -control agents	91	76

It can be connoted from the Table 4 that majority of the respondents (78.00%) had taken advantages about scientific cultivation of paddy . About 64.00 per cent of the respondents obtained information on the availability of seed material from other source. Out of 120 farmers 76 per cent got information

regarding proportion, time and method of use of pesticides. While, 71 per cent respondents took advantages of knowing about seed material of paddy. As many as nearly 85.00 per cent of the respondents obtained guidance regarding doses, time and method of fertilizer application and 76 per cent of the farmers have information on usage and availability of Bio-control agents.

CONCLUSION

It can be inferred from the above findings that majority of the paddy farmers had perceived Krishi Vigyan Kendra as a reliable source of latest information regarding different package of practices of paddy cultivation. Majority of them were also aware with the farmer oriented activities of Krishi Vigyan Kendra and feel KVK as reliable source for the agricultural information.

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