

## **Impact of KVK Training on Farmers Adoption Behaviour and Knowledge Gain**

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### **ABSTRACT**

The study conducted in seven villages of Wardha district where the KVK run by Dr. Punjabrao Deshmukh Krishi Vidyapeeth, Akola is carrying out its activities. The data collected from 150 randomly selected farmers revealed that half of the farmers (59 percent) adopted the recommendation of KVK at medium level, whereas, other half of the sample population fell into the categories of low and high level with equal percentage i.e. 25percent each. The study also revealed that 66 percent respondents gain knowledge of improved practices at medium level, whereas, 20 per cent and 14 per cent respondents gain knowledge after training at low and high level respectively. The characteristics of the respondents like education, land holding, social participation, socio-economic status, and farmer's involvement in agricultural programme are found to be significantly correlated with the impact of KVK training on the adoption behaviour and knowledge gain of the farmers. Also the situational, psychological and communication variables showed significant relationship with the impact of training on adoption behaviour and knowledge gain.

The Krishi Vigyan Kendra (KVK) is one of the vital first line extension system of ICAR devoted as vocational training institution for farmers and field level extension functionaries. The KVK is designed to impart need based and skill oriented vocational training to the practicing farmers, farm women, rural youth and in-service field level extension functionaries. So far 584 KVKs have been established including about 50 additional ones for big districts. The management of KVKs is decentralized on Zonal basis through Zonal Project Directorates, which are closely working with SAUs and ICAR systems.

Since the Eighth Plan all the first line transfer of technology projects of the ICAR viz, National demonstration, ORP and LLP have been integrated with the KVKs. In the reorganized system, the major mandates of the KVK are; 1) Conduction of training programme, 2) Conduction of Frontline Demonstration, 3) KVK to act as resource centre. The KVK has taken deep roots in India based on its success and promises. As more and more KVKs are coming up, the KVK scientists have the great responsibility

of creating the centre of excellence in the field of effective technology transfer. Because of its participatory approach, KVKs are getting more popularity among the rural masses especially through organized need based vocational training in the field of agriculture and allied sectors. Hence, it was therefore, felt necessary to see the impact of KVK training on the farmers adoption behaviour and knowledge gain.

### **METHODOLOGY**

The study conducted in seven villages of Wardha district where the KVK, Selsura run by D. P.D.K.K. Akola is carrying out its activities for the farming communities. The data collected with structured interview schedule from 150 farmers who received the training from KVK, Selsura in Wardha district. The adoption behaviour and knowledge gain of the farmers were measured on improved practices comprising crop husbandry and horticulture by using adoption before and adoption after training method. Mean and standard deviation were used besides frequencies and percentage to explain different personal, socio-economic and

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psychological characteristics of the farmers. Correlation analysis was compared between adoption behaviour, knowledge gain and other personal, socio-economic and psychological characteristics.

**RESULTS & DISCUSSION**

The vocational training on improved practices organized by the KVK as studies and analyzed to see its impact on the adoption behaviour and knowledge gain of the farmers. The key improved practices in crop production includes use of proper seed rate, proper spacing, use of recommended dose of fertilizers, seed treatment, application of biofertilizers, use of serrated balde for sugarcane harvesting, proper use of pesticides and preparation of pesticide solutions use of Broad Base Furrow (BBF), and use of improved & hybrid crop varieties. In horticulture improved practices includes training and pruning of fruits trees, mango grafting, air layering in guava and lemon, ground layering in guava, hard wood and soft wood grafting in different horticultural crops, budding in oranges, and ber rejuvena-

tion programme. The impact of training on adoption behaviour and knowledge gain is stated below in Table 1 & 2.

**Table 1 : Impact of K.V.K. Training on Adoption Behaviour of Improved Practiees**

N=150

Sl.No.	Impact of Training on Adoption	No of respondent	Percentage
1.	Low (up to 2)	38	25
2.	Medium (3 to 8)	75	50
3.	High (9 and above)	37	25
<b>Mean = 5.50</b>		<b>S.D. = 3.45</b>	

The findings suggested from Table-1 that half of the farmers (50 percent) adopted the recommendation of KVK at medium level, whereas, each 25 percent of the farmers, after the training adopted the recommendation at low and high level respectively.

**Table 2 : Impact of K.V.K. Training on Knowledge Gain of Improved Practices**

N=150

Sl.No.	Impact of Training on Knowledge Gain	No of respondent	Percentage
1.	Low (up to 7)	30	20
2.	Medium (8 to 16)	99	66
3.	High (17 and above)	21	14

The data reported in Table 2 revealed that 66 percent farmers gain knowledge of improved practices at medium level, whereas, 20 percent and 14 per cent of the farmers gain knowledge after training at low and high level

respectively. The findings in respect of selected independent variables and their relationship with the impact of training on adoption behavior and knowledge gain of farmer is given in Table 3.

**Table 3 : Relationship between characteristics of the farmers and impact of training on adoption and knowledge gain.**

Farmers Characteristics	Impact of training on adoption (r' value)	Impact of Training on knowledge gain (r' value)
Age	0.022 N.S.	0.306**
Education	0.167*	0.254**
Farming experience	0.009 N.S.	0.353**
Annual Income	0.158 N.S.	0.163*
Land Holding	0.225**	0.206*
Social Participation	0.209**	0.202*
Socio-economic status	0.253**	0.164*
Involvement in agricultural programme	0.198*	0.172*
Irrigation availability	0.344**	0.189*
Input availability	0.051 N.S.	0.032 N.S.
Credit availability	0.248**	0.196*

Scientific orientation	0.095 N.S.	0.366**
Economic motivation	0.499**	0.280**
Risk preference	0.276**	0.212**
Information input	0.329**	0.223**
Information processing	0.165*	0.161*

N.S. Non Significant \* Significant at 0.05 level of probability \*\* Significant at 0.01 level of probability

It can be seen from Table 3 that the personal characteristics like education, land holding, social participation, socio-economic status, and farmers involvement in agricultural programme are found to be significantly correlated with the impact of KVK training on adoption behaviour and knowledge gain of the farmers. Similar findings stated by Joshi and Shinde (1984) and Bavalatti and Sunderswami (1990). Hence, it is suggested that the KVK scientist should concentrate on these characteristics while planning, formulating and effective conduct of the training programme. The efforts should also be made to motivate these farmers to act as a facilitator for the technology transfer processes by passing the knowledge to the others for promotion of farmers to farmer extension.

Regarding the situational variables i.e. irrigation availability and credit availability have shown significant relationship with the impact of training on adoption behaviour and knowledge gain. Similar findings stated by Puranik et al (1992). Whereas input availability to the farmers have found non significant with impact of training on adoption and knowledge gain. It is, therefore, suggested that the farmers should be provided credit facilities at the right time of cultivation. As most of the technologies recommended by the KVK are for irrigated farming, concentrated efforts should be made by the State Government to increase irrigation potential at the farm level.

Psychological variables like localite cosmopolitaness, economic motivation, and risk preference were also found to be significantly correlated with the impact of training on adoption behaviour and knowledge gain. Pandya and Vekariya (1994) also supported the similar findings. Also the scientific orientation have found to be significantly correlated with knowledge gain; whereas, it is found to be non significant with impact of training on adoption behaviour. Hence, due consideration should be given while planning the strategies of KVK training.

Information input and information processing as communication variables have indicated positive relationship with the impact of training on adoption and knowledge gain. Similar findings stated by Mundhwa and Patel (1987). It is, therefore, suggested that agricultural information regarding the recent agricultural technology should be made available to the member of the farming community by the extension agencies which will be helpful in accelerating

the speed of adoption and knowledge gain of recommended practices to improve the production and productivity.

### CONCLUSION

The study revealed that 50 per cent of the farmers adopted the recommendations of KVK at medium level, whereas, other half of the sample population fell into the categories of low and high level with equal percentage i.e. 25 per cent each. The study also revealed that 66 per cent respondents gain knowledge of improved practices at medium level, whereas, 20 per cent and 14 per cent respondents gain knowledge after training at low and high level respectively. The characteristics of the respondents like education, land holding, social participation, socio-economic status, and farmer's involvement in agricultural programme are found to be significantly correlated with the impact of KVK training on the adoption behaviour and knowledge gain of the farmers. Also the situational, psychological and communication variables showed significant relationship with the impact of training on adoption behaviour and knowledge gain.

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