

## ROLE OF KRISHI VIGYAN KENDRA (MAHILPUR) IN DOUBLING INCOME OF THE FARMERS IN HOSHIARPUR DISTRICT OF PUNJAB

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### ABSTRACT

More than half of Indian population was engaged in agricultural sector but the available technology doesn't ensure food security of the country. Hence, to diffuse new agricultural invention and innovation in the farming community, there arises a need for effective medium for transfer of technology. Thus, KVK bridges the gap between the technology generation and dissemination. The present study was proposed to understand the impact of KVK in doubling farmers' income to formulate suitable programmes. Descriptive research design was adopted. For the present study 120 respondents are selected from six villages of Mahilpur block, Hoshiarpur which was selected purposively Primary data collected from respondents and secondary data were selected from available literatures. The findings revealed that majority of the respondents were middle aged, illiterate, up to 5 members in their family, medium level of annual income, possesses their own land, medium level of mass media exposure, office bearer in one organization. Meanwhile, more than half of the respondents had reported medium level of impact towards the activities carried out by KVK, doubling income of the farmer through value addition products and marketing, and also providing training for adopting improved practices.

**KEYWORDS:** Farmers, KVK, Respondents, Doubling Income

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### INTRODUCTION

Agriculture is the dominant sector of Indian economy. The progress of the nation is therefore, directly linked with advancement in agriculture. Sixty five percentage of population of India lives in rural areas and is dependent on agriculture. In agriculture, the individual farmer is the ultimate decision maker. Government has intervened to influence the farmers in many ways so as to enable them to take desired decision for achieving enhanced production and productivity of the desired crops. The government has taken many initiatives to increase the agricultural production. As the experience gained through community development programme introduced in 1952, the government has tried many extension approaches and systems in rural areas which paved for the significant progress in agriculture production. (Sharma 2013)

**Krishi Vigyan Kendra, Hoshiarpur** was established in 1992 under the aegis of Punjab Agricultural University (PAU), Ludhiana with full financial assistance from Indian Council of Agricultural Research (ICAR). This Kendra was donated 50 acres of land by Gram Panchayat, Bahawal for its establishment for the benefit of various sections of rural society. The KVK campus is located at about 80 km distance from the main PAU, Ludhiana campus on Hoshiarpur-Chandigarh state highway at about 24 km from Hoshiarpur city. Krishi Vigyan Kendra (KVK) is an innovative science

based institution which imparts trainings viz.: short term (1-2 days), medium term (3-5 days) and long term (1 week to 12 weeks) in the disciplines of Crop Production, Plant Protection, Horticulture, Agricultural Engineering, Animal Science and Home Science for farmers, farm women and unemployed rural youths.. It also conducts 'On Farm Research' for technology refinement and 'Front Line Demonstrations' to demonstrate the production potential of various agricultural technologies to the farmers as well as to the extension workers. KVK also undertakes in-service trainings for the field functionaries of different departments engaged in the upliftment of rural society. (KVK, Hoshiarpur 2010)

## RESEARCH METHODOLOGY

The present study was conducted in six selected villages under Mahilpur block of Hoshiarpur district of Punjab. Descriptive research design will be followed for the present study. A total of 120 respondents were selected randomly to know the activities carried out by KVK for doubling of farmers' income. The data was collected by personal interview method by using pre structured interview schedule and latter appropriate statistical analysis (i.e., frequency, percentage, correlation etc.) was done to drawn logical conclusion.

## OBJECTIVES OF THE STUDY

- To find out the socio-economic and personal characteristics of the respondents.
- To find out the Impact of activities carried out by KVK on the respondents.

## RESULTS AND DISCUSSION

**Table 1: Socio-Economic Profile and Selected Independent Variables of the Respondents**

S. No	Independent variables	Category	Frequency	Percentage
1	Age	Young (25-35 years)	37	30.83
		Middle (36-55 years)	54	45.00
		Old ( above 55 years)	29	24.17
2	Education	Illiterate	32	26.67
		Can read only	11	9.17
		Can read and write	17	14.17
		Primary school	25	20.83
		Middle school	7	5.83
		High school	19	15.83
		Graduate	9	7.50
3	Family size	Up to 5 members	79	65.83
		Above 5 members	41	34.17
4	Annual income	Low(Up to Rs 48,000)	27	22.50
		Medium(Rs 48,000-96,000)	61	50.83
		high (Above Rs 96,000)	32	26.67
5	Land holding	a. Own land	47	39.17
		b. Share cropping	32	26.67
		Effective land holding	41	34.17
6	Mass media exposure	Low	31	25.83
		Medium	65	54.17
		High	24	20.00
7	Social participation	No membership	21	17.50
		Membership in one organization	25	20.83
		Membership in more than one organization	19	15.83
		Office bearer in one organization	27	22.50
		Office bearer in more than one organization	23	19.17

**Table 1 Contd.,**

8	Progressiveness	Low	5	4.17
		medium	68	56.67
		high	20	16.66
9	Innovativeness	Low	33	27.5
		Medium	62	51.67
		High	25	20.83
10	Risk orientation	Low	19	15.83
		Medium	64	53.333
		High	37	30.83

From the table -1it was found that 45 percent of the respondents are under middle age group (36-55). It was found that 26.67 percent of the respondents are under illiterate group. It was found that 65.83 percent of the respondents are under low family size i.e., up to 5 members. It was found that 50.83 percent of the respondents are medium (Rs 48,001-96,000) annual income. It was found that 39.7 percent of the respondents are under own land holding. It was found that 54.17 percent of the respondents are under medium mass media exposure(26-35).It was found that 22.5 percent of the respondents are office bearer in one organization.where56.67 percent of the respondents are under medium progressiveness (26-35)group. Where 51.67percent of the respondents are under medium innovativeness (26-35) group.53.33 percent of the respondents are under medium risk orientation (26-35) group.

**Table 2: Impact of Activities Carried out by KVK**

S. No.	Activities of KVK	Response			
		Before		After	
		f	%	f	%
1	Vocational training provided by KVK	36	30.00	84	70.00
2	KVK plays vital role in the transfer of technology	59	49.16	61	50.83
3	Training provided for adopting improved practices	75	62.5	45	37.5
4	Soil testing	37	30.83	83	69.16
5	Frontline demonstration performed by KVK	86	71.66	34	28.33
6	KVK provides advisory services about marketing, climate, etc.	55	45.83	65	54.16
7	KVK creates awareness about various schemes	40	33.33	80	66.66
8	Farmer Producer Organization	45	37.5	75	62.5
9	Biofertilizers	29	24.16	91	75.83
10	Organic farming	54	45	66	55
11	Vermicompost	41	34.16	79	65.83
12	Value addition products and marketing	52	43.33	68	56.66
13	Proper fertilizer and nutrient management	49	40.83	71	59.16
14	Kisan Goshti	59	49.16	61	50.83
15	Pest and disease management	55	45.83	65	54.16

From table 2 it can be interpreted that 30.00per cent, 70.00 per cent of respondents reported vocational training provided by KVK had improved, not improved about the impact of KVK activities. 49.16 per cent, 50.83 per cent of respondents reported KVK plays vital role in the transfer of technology had improved, not improved about the impact of KVK activities. 62.5 per cent, 37.5 per cent of respondents reported training provided for adopting improved practices had improved, not improved about the impact of KVK activities. 30.83 per cent, 69.16 per cent and of respondents reported soil testing had improved, not improved and about the impact of KVK activities. Where 71.66 per cent, 28.33per cent of respondents reported frontline demonstration performed by KVK had improved, not improved about the impact of KVK activities. 45.83 per cent, 54.16 per cent of respondents reported KVK provides advisory services about marketing, climate, etc. had improved, not improved about the impact of KVK activities. 33.33per cent, 66.66per

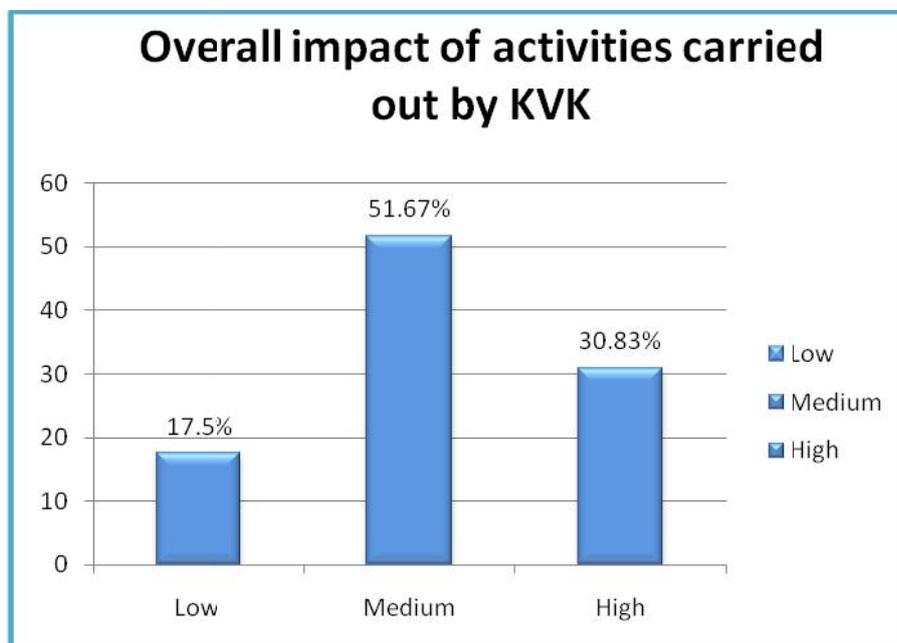
cent of respondents reported KVK creates awareness about various schemes had improved, not improved about the impact of KVK activities. 37.5per cent, 62.5per cent of respondents reported Farmer Producer Organization had improved, not improved and about the impact of KVK activities. Similarly, 24.16 per cent, 75.83 per cent of respondents reported biofertilizers had improved, not improved about the impact of KVK activities. 45.00per cent, 55.00per cent and of respondents reported organic farming had improved, not improved about the impact of KVK activities. 34.16per cent, 65.83 per cent of respondents reported vermicompost had improved, not improved about the impact of KVK activities. 43.33 per cent, 56.66per cent of respondents reported value addition products and marketing had improved, not improved about the impact of KVK activities. Eventually, 40.83 per cent, 59.16 per cent of respondents reported proper fertilizer and nutrient management had improved, not improved about the impact of KVK activities. 49.16 per cent, 50.83 per cent of respondents reported Kisan Goshti had improved, not improved a about the impact of KVK activities. 45.83 per cent, 54.16 per cent respondents reported pest and disease management had improved, not improved and the impact of KVK activities. **Prakash et al. (2020)**

**Table 3: Overall Impact of Activities Carried out by KVK**

(n=120)

S. No.	Category	Frequency	Percentage
1	Low (15-25)	21	17.50
2	Medium(26-35)	62	51.67
3	High(36-45)	37	30.83
<b>Total</b>		<b>120</b>	<b>100.00</b>

From table 3it can be seen that more than half of the respondents had reported medium level of impact (51.67%), followed by high (30.83%) and low (17.50%) level of impact towards the activities carried out by KVK.



**Figure 1: Overall Impact of Activities Carried out by KVK.**

**Table 4: Association between Socio-Economic Characteristics and Impact of Activities Carried out by KVK**

S. No.	Characteristics	Correlation coefficient
1	Age	-0.285*
2	Education	0.470*
3	Family size	0.145 <sup>NS</sup>
4	Annual Income	0.266*
5	Land holding	0.399*
6	Mass media exposure	0.392*
7	Social participation	0.265*
8	Progressiveness	0.349*
9	Innovativeness	0.368*
10	Risk orientation	0.359*

NS - Non significant

\*- Significant

From table 4, it can be seen that socio-economic characteristics of respondents like age is non-significant association with the role of KVK. Whereas, education, annual income, family size, land holding, mass media exposure, social participation, progressiveness, innovativeness and risk orientation had positive and significant association with impact of activities carried out by KVK.

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