

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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