The Pharma Innovation Journal 2023; SP-12(9): 818-821

www.ThePharmaJournal.com

The Pharma Innovation

ISSN (E): 2277-7695
ISSN (P): 2349-8242
NAAS Rating: 5.23
TPI 2023; SP-12(9): 818-821

www.thepharmajournal.com
Received: 16-07-2023
Accepted: 25-08-2023

Debabrata Khamrai
Ph.D. Scholar, Department of Veterinary & A.H. Extension Education,W.B. University of Animal & Fishery Sciences, Kolkata, West Bengal, India

Arunasis Goswami
Professor, Department of Veterinary & A.H. Extension Education,W.B. University of Animal & Fishery Sciences, Kolkata, West Bengal, India

Sukanta Biswas
Associate Professor, Department of Veterinary & A.H. Extension Education, W.B. University of Animal & Fishery Sciences, Kolkata, West Bengal, India

Corresponding Author:
Sukanta Biswas
Associate Professor, Department of Veterinary & A.H. Extension Education, W.B. University of Animal & Fishery Sciences, Kolkata, West Bengal, India

Study on socio economic, communication & socio psychological characteristics of beneficiaries under Krishi Vigyan Kendra in different agro climatic zones of west Bengal, India

Debabrata Khamrai, Arunasis Goswami and Sukanta Biswas

Abstract
Agriculture and animal Husbandry are the most important sector of Indian economy. The role of scientific agriculture in the economic development of India can never be under estimated as it contributes about 38.00 per cent to the Gross Domestic Product (GDP) on agriculture for their livelihood. Krishi Vigyan Kendra (KVK) is the important part of transfer of technology at grass-root level, which was first established at Puducherry in 1974.It is now proved that KVK has immense role in the development of agri-animal Husbandry sectors in our country. Now about 732 KVK's are imparting services for our stakeholders across the country. The present study was undertaken with the main objectives to study on socio-economic, communication and socio-psychological characteristics of beneficiaries in Krishi Vigyan Kendra of different agro climatic zones of west Bengal. West Bengal is having 6 agro climatic zones from where one district of each zone has been selected randomly. From each district 40no's of respondents who were taking the service of KVK in their areas have been selected randomly. In that way total number of sample in this study was 240.The data were collected by researcher himself with the help of pretested structured interview schedule. After collection of data it was compiled and analyzed statistically. The results from the study revealed that Majority respondent farmers had belonged to middle to young age group. It has also observed that Majority of stakeholders had primary to higher secondary level of education followed by maximum respondent farmers had medium to small size of land holding capacity. The present study stated that more than half of the farmers were dependent on agriculture and animal husbandry. The study further revealed that majority of respondents belongs to joint family. Most of them were engaged in agriculture and animal husbandry for their income. Majority of the respondents had their family income more than 50,000 to 1 lakh (medium level**).**Most of them were involved in one organization with low level of extension contact. Finally, the study revealed that most of the respondents have mass media exposure as information source, which is indicative considering impact of KVK program among the beneficiary stakeholders in the area of study.

Keywords: KVK, agriculture, communication, socio economic, socio-psychological etc.

Introduction
Agriculture is the most important sector of Indian economy. Therefore, the transformation of traditional agriculture to modern agriculture is a challenge to fulfil the requirements of over increasing population. Therefore, transfer of technology to the subsistence farmers has been the focus of Indian Planners and farm scientists. The Indian Council of Agricultural Research (ICAR) therefore, appointed a committee under the Chairmanship of Dr. Mohan Singh Mehta of Seva Mandir, Udaipur in 1973 for formulating the institutional design of Krishi Vigyan Kendra (KVK) for providing vocational training in agriculture. Soon after the submission of the report, the first Krishi Vigyan Kendra was established in 1974 itself at Pondicherry under the administrative and supervisory control of the Tamil Nadu Agricultural University, Coimbatore. Presently 732 KVK in the country out of which 494 KVK are managed by State agricultural universities(SAU'S)s and central agricultural university(CAU), 66 under ICAR institutes and 104 under NGOs,38 under state governments, and the remaining 19 under other educational institution. In West Bengal 22 no's of KVK's are present. In view of the favourable growth areas there is a need to conduct systematic analytical study to know the real benefit of the beneficiaries of the KVK. Therefore, the characteristics of those beneficiaries have to be understood meaningfully, so that benefits of KVK may be provided more successfully. With these objectives the present study has been undertaken to know the different characteristics of the beneficiaries in the selected area of study.

Methodology

The present study was postulated through survey based adoptive research work. The present investigation was carried out in six different agro climatic zone of west Bengal. In India, under ICAR system, where KVKs are functioning under 11 zones, out of which West Bengal belongs to zone VI. There are 732 KVKs all over the Country. In west Bengal 22 no's of KVKs are present, under 6 agro climatic zones. From each zone, one district was selected randomly and 40 no's of respondents from each KVK in the district were selected randomly. Thus total 240 no's of beneficiaries were selected for the study. Prior to data collection sufficient rapport was established with the respondents during the first few days of preliminary data collection with the help of subject matter specialist at KVK with good social wealth. The field investigation was carried out April 2022 to June 2022. The pretested structured interview schedule was used by the researcher himself to collect the data. In this study 11 no's of personal, socio-economic and 4 no's of communication, socio psychological characteristics were taken in to consideration. After collection of data the necessary compilation and statistical analysis have been done.

Results and Discussion

Table 1: Socio-Personal and Socio economic characteristics of KVK beneficiaries in various Agro-climatic zone of West Bengal, India.

(N=240)

Parameters	Zone-I (N=40)		Zone-II (N=40)		Zone-III (N=40)		Zone IV (N=40)		Zone-V (N=40)		Zone-VI (N=40)	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
Age												
Young age	15	37.5	10	25	12	30	22	55	8	20	8	20
Middle Age	20	50	20	50	19	47.5	14	35	21	52.5	19	47.5
Old Age	5	12.5	10	25	9	22.5	4	10	11	27.5	13	32.5
Marital Status												
Married	32	80	34	82	29	72.5	20	50	10	25	10	25
Unmarried	8	20	6	15	11	27.5	20	50	30	75	30	75
Education												
Illiterate	5	12.5	5	12.5	8	20	0	0	3	7.5	0	0
Up to Primary	10	25	15	37.5	12	30	12	30	12	30	12	30
Secondary& HS	10	25	15	37.5	10	25	18	45	15	37.5	18	45
Above HS	15	37.5	5	12.5	10	25	10	25	10	25	10	25
Family Type												
Nuclear	20	50	15	37.5	15	37.5	18	45	15	37.5	13	32.5
Joint	20	50	25	62.5	25	62.5	22	55	25	62.5	27	67.5
Family Size												
Small	5	12.5	3	7.5	5	12.5	2	5	8	20	3	7.5
Medium	20	50	25	62.5	22	55	25	62.5	22	55	25	62.5
Big	15	37.5	12	30	13	32.5	13	32.5	10	25	12	30
Livestock Farming												
Ruminant	30	75	22	55	24	60	20	50	28	70	25	62.5
Non ruminant	10	25	18	45	16	40	20	50	12	30	15	37.5
Land Holding												
Small Size	15	37.5	20	50	15	37.5	12	30	20	50	20	50
Medium Size	15	37.5	7	17.5	15	37.5	18	45	10	25	10	25
Large Size	10	25	13	32.5	10	25	10	25	10	25	10	25
Farming Exp.												
Low	20	50	20	50	25	62.5	20	50	20	50	17	42.5
Moderate	10	25	10	25	10	25	10	25	12	30	15	37.5
High	10	25	10	25	5	12.5	10	25	8	20	8	20
Material Possession												
Kaccha	28	70	27	67.5	29	72.5	25	62.5	24	60	24	60
Pakka	12	30	13	32.5	11	27.5	15	37.5	16	40	16	40
Occupation												
Agriculture	12	30	12	30	10	25	10	25	8	20	8	20
Agri and labour	5	12.5	8	20	10	25	12	30	8	20	8	20
Agri and A.H	13	32.5	15	37.5	20	50	18	45	20	50	15	37.5
Agri,A.H,Bus.	5	12.5	5	12.5	0	0	0	0	4	10	7	17.5
Agri,AH,Service	5	12.5	0	0	0	0	0	0	0	0	0	0
Annual Income												
Low(>50,000/-)	5	12.5	8	20	5	12.5	8	20	3	7.5	4	10
Medium	24	60	25	62.5	20	50	15	37.5	2	5	25	62.5
High	11	27.5	7	17.5	15	37.5	17	42.5	12	30	11	27.5

In the present studies revealed that majority of beneficiary farmers (35-53%) were in the middle age group, followed by old age group respectively. The present findings are similar with findings of Kharatmol (2006) [5] Binkadakatti (2008) [3] and Sai (2008) [8]. Majority of respondents are Married, except in zone-VI. Data presented in Table-1 indicate that majority (25-45%) of farmers were primary to HS level of education, followed by above higher level of education respectively. This finding is more or less in similar with those reported by Patel (2006) [6], Patel (2007) [2] and Bhoi (2008)

[2]. It is clear that almost half of the respondent belongs to join family followed by nuclear family in all zone. From the above discussion, it can be said that a great majority of the farmers were belonged to joint type of family. This indicates the existence of traditional system of living together in a family. Similar findings were reported by Patel (2004) [10]. It is apparent from Table-1 that majority of farmers family had small & medium size of family, while only 25-37% large size of family. The probable cause for this might be their education and favourable attitude toward family planning. Similar findings were reported by Baria (2001) [1]. Majority of the respondents are mainly involved in ruminant livestock farming. The Table-1 revealed that majority of the beneficiary farmers (25-50%) had small to medium size of land holding capacity and only 25-32.5% farmers had large capacity. This finding is opposite with those reported by Prajapati (2003) [7] Vasava (2005) [10] and Bhoi (2008) [2].Due to lack of knowledge, majority of the respondents is low in farming experience rather high. The presented data told that majority of respondents had kaccha house rather pakka. Majority of farmers (32.5-50%) were dependent on agriculture and animal husbandry. It means that agriculture and animal husbandry were main occupation of farmers. This finding is more or less in similar with those reported by Christian (2001) [7], Bhoi (2008) [2] and Sai (2008) [8]. It said that 52 percent of the farmer had annual income between Rs. 50,001 to Rs. 1,00,000 .The possible reason, as could be known during the field survey might be that majority of the farmers had animal husbandry with business income source along with agriculture which might have put them. This finding is similar with the findings reported by Chhodavadia (2001) [8], Kumar (2003) [4] and Patel (2004) [10].

Table 2: Communication and Socio-psychological Characteristics of KVK beneficiaries in various Agro-climatic zone of West Bengal, India

(N=240)

Parameters	Zone-I (N=40)		Zone-II (N=40)		Zone-III (N=40)		Zone IV (N=40)		Zone-V (N=40)		Zone-VI (N=40)	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
Social Participation												
No Participation	15	37.5	10	25	20	50	15	37.5	12	30	15	37.5
Participation In One Organization	20	50	15	37.5	15	37.5	20	50	20	50	15	37.5
Part. in More than One organization	5	12.5	13	32.5	5	12.5	5	12.5	8	20	10	25
Position Holder In Any Org.	0	0	2	5	0	0	0	0	0	0	0	0
Extension Contact												
Low	25	62.5	25	62.5	25	62.5	20	50	20	50	20	50
Medium	10	25	10	25	10	25	15	37.5	15	37.5	18	45
High	5	12.5	5	12.5	5	12.5	5	12.5	5	12.5	2	5
Source of Information												
Mass Media Exposure	25	62.5	25	62.5	15	37.5	20	60	25	62.5	25	62.5
Local Contact	15	37.5	15	37.5	25	62.5	16	40	15	37.5	15	37.5

Table-2 revealed that majority (37.5-50%) of farmers had participation in one organization, followed by no participation in organization. The probable reason might be that activities carried out by Krishi Vigyan Kendra played a role in increasing the social participation of farmers. This finding is similar with the findings reported by Joshi (2004) [6], Patel (2006) [6] and Bhoi (2008) [2]. The data presented that slightly above two third farmers had low level of extension contact, followed by medium and high level of extension contact respectively. This finding is further similar by the result reported by Vasava (2005) [5], Patel (2007) [2] and Sai (2008) [8]. The analysis of data showed that majority of beneficiaries (37.5-62.5%) of farmers had mass media exposure followed by local contact. This may be due to the facts that farmers might have been motivated through enormous benefits of KVK activities. This finding is similar with the finding of Singh and Dubey *et al*. (2008) [3] and Sai (2008) [8].

Conclusion

The study revealed that Majority of respondent were belong to middle to young age group and maximum stakeholders had primary to higher secondary level of education followed by maximum respondent farmers had medium to small size of land holding capacity. The present study stated that more than half of the farmers were dependent on agriculture and animal husbandry and majority of respondents belongs to joint family. Most of them were engaged in agriculture and animal husbandry for their income. Majority of the respondents had their family income more than 50,000 to 1 lakh (medium level**).** Most of them were involved in one organization with low level of extension contact. Finally, the study revealed that most of the respondents have mass media exposure as information source, which is indicative considering impact of KVK program among the beneficiary stakeholders in the area of study.

Acknowledgement

The authors acknowledge the Dept. of Veterinary & Extension Education, WBUAFS for data collection, analysis and others help rendered for pursuing PhD programme in Extension Education.

References

1. Baria SN. Impact of trainings conducted on vermicompost by Krishi Vigyan Kendra Bijapur. Unpublished M.Sc. thesis, Dharwad; c2007.
2. Patel AC. Adoption dynamics of pigeon pea growers in relation to integrated pest management technology of Vadodara district of Gujarat state. Unpublished Ph.D. thesis, Anand Agricultural University, Anand; c2007.
3. Dubey AK, Srivastava JP, Singh RP, Sharma VK. Impact of KVK Programme on Socio-economic Status and Knowledge of Trainees in Allahabad district, Indian Res. J Ext. Edu. 2008;8(2 & 3):60-61.
4. Kumar RC. Adoption of hybrid caster cultivation technology by the caster growers in Banaskantha district of Gujarat state. Unpublished M.Sc. (Agri.) thesis, SDAU, Sardar Krushinagar; c2003.

5. Vasava JM. Knowledge and adoption of recommended pigeon pea production technology by pigeon pea growers. Unpublished M.Sc. (Agri.) thesis, Anand Agricultural University, Anand; c2005.
6. Joshi PJ. Extent of knowledge and adoption of cotton growers about modern practices of cotton in Bhal area. Unpublished M.Sc. (Agri.) thesis, Gujarat Agricultural University, Anand; c2004.
7. Christian BM. A study on extent of adoption of IPM strategy by cotton growers of Vadodra district of Gujarat state. Unpublished M.Sc. (Agri.) thesis, G.A.U, Anand campus, Anand; c2001.
8. Chhodavadia HC. Impact of Frontline demonstration on groundnut – pigeon pea relay cropping system in saurashtra region of Gujarat state. Unpublished M.Sc. (Agri.) thesis, Gujarat Agricultural University, Junagadh; c2001.
9. Bhoi GN. Impact of frontline demonstrations on caster growers in Anand district of Gujarat state. Unpublished M.Sc. (Agri.) thesis, Anand Agricultural University, Anand; c2008.
10. Patel GR. Adoption of wheat production technology by the farmers of Banaskantha district of Gujarat state. Unpublished M.Sc. (Agri.) thesis, Sardar Krushinagar Dantiwada Agricultural University, Sardar Krushinagar; c2004.
11. Sai D. Impact of Krishi Vigyn Kendra Devataj on the farmers of Anand district, Unpublished M.Sc. (Agri.) thesis, Anand Agricultural University, Anand; c2008.