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Purpose and Motive of Farmers Visiting Krishi Vigyan Kendra

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ABSTRACT

The role of Krishi Vigyan Kendras (KVKs) on dissemination and adoption of technologies for remunerative and sustainable farming is becoming increasingly important. The farmers visiting the KVKs benefitted in different aspects and empowered by receiving appropriate technological advisory or inventory. A study was conceptualized with an objective to to know the time and purpose of farmers visits to KVK. The respondents of the present study were sampled purposely of all the farmers visiting the KVK, Srikakulam. The majority of farmers (16.54%) visited the KVK during the November month with the objective to get seeds, seedlings and planting material (39.09%). It was evident from the observation that KVK are effectively creating impact on the livelihoods of farmers and farm families. It gained the trust of farmers and maintaining the data on frequency, time and purpose of their visits help the KVKs to forecast the demands of inputs and advisory needs.

Key Words: Adoption, Advisory,Dissemination,Technology.

INTRODUCTION

The Krishi Vigyan Kendra (KVK) Amadalavalasa is 12 km away from Srikakulam, the district head-quarter. The KVK is specialized in skill and entrepreneurship development of the farmers on value addition of millets, mushroom cultivation, handicrafts, vegetable seedling production, pine apple value addition and jute products. Apart form women empowerment programmes, demonstration of technologies and linkages with line departments to address farmers localized problems with the subject matter specialists of all disciplines. It has facilities of extension corner with display of latest information and new programmes launched by Governments. Farmers can visit KVKs for crop advisory, entrepreneurship and for best quality seed. With the existing strengths and areas of operations it was planned to study the frequency of farmers visits during different months and their purpose of their visit.

The KVKs beneficiaries had improved the knowledge on agricultural technologies compared to the non-beneficiaries (Chaudhari *et al*, 2015; Chhodvadia *et al*, 2016). Further, the farmers knowledge on topics covered by KVKs had significantly positive impact over non trained technologies (Meena and Singh, 2010). In addition to it, trainings at KVKs improved the adoption more than 30 per cent (Bharath *et al*, 2023). Therefore, knowledge followed by adoption of agricultural technologies had significantly increased among farmers due to KVKs activities (Katole *et al*, 2017). The operational villages are selected by KVKs to conduct the mandated activities such as OFTs, FLDs, fairs, special

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occasions etc. rigorously and these villages have improved the yield by 30 percent and technologies that reduces the cost of cultivation significantly (Gorfad *et al*, 2018). The technologies demonstrated were also found to be feasible and reduced the technology gap in the area than the other areas of district (Malathi *et al*, 2018). The technologies that are minimal skill oriented, less costly and easy to adopt are fully adopted (Sunil and Manjula, 2009). The trainings given by KVK enhanced the employment opportunities to rural youth (Acharya *et al*, 2024) Overall, the KVKs positively impacted on profitability of farmers in agriculture and allied sectors (Jena *et al,* 2022).

The present study intended to focus on the purpose of farmers visiting the KVKs and how it is helping the farmers to address the problems of farmers in the field. The study area KVK Amadalavalasa, Srikakulam district covers the jurisdiction of 38 mandals with major crops paddy, maize, sugarcane, black gram, green gram, sesame and allied sectors are horticulture, Animal Husbandry, fisheries, Sericulture.

MATERIALS AND METHODS

The impact of KVKs reviewed with the existing literature. KVK Amadalavalasa of Srikakulam district of Andhra Pradesh is purposively selected for the study. A register was maintained at KVK Amadalavalasa to note the farmers visits and their purpose of their visit. The data maintained of this kind at KVKs help to analyze the picture of focused areas of KVKs and overcome the lacuna in technology or dissemination models existing the farmers prefers. A total of two hundred and sixty-six farmers visited the KVK Amadalavalasa during 2019-20 inspite of the COVID 19 pandemic year.

RESULTS AND DISCUSSION

The monthly distribution of the farmers visiting the KVKs showed that majority of the farmers (16.54 %) visited in the month of November, 2019 due to the peak pest and disease surveillance and scientist of KVK recommended some eco friendly remedies at the initial stages of controlling them. In addition to it, seedling material for *rabi* crops and sale of inputs also falls in the month. Equal number (12.40%) of farmers visiting KVK in the months of July and December as the July month is known for seedling material and organic inputs for the *kharif* season. However, the first week of December late *rabi* crops and horticultural planting material were taken from the KVK. The frequency of majority farmers visiting the KVKs to get advisory along with quality inputs than merely for advisory. The months September (10.52%) and August (10.15%) occupied the next two places as the farmers visited for training, enterprise development and advisory during this month

The month of April has less frequency of farmers visited as summer crops are very minimal in the area due to less water availability expect horticultural crops like mango and cashew, so the visit to KVKs was comparatively very low. January month also less visited by farmers as there is less scope except the specialized trainings if planned. In the March month harvesting of *rabi* crops and horticultural crops takes place and harvesting implements are of great demand in this month. However, KVK has minimal role in the harvesting, so the visitors were less.

The majority of the (39.09 %) farmers visits KVK for inputs such as seeds, seedlings and planting material might be due to the farmers trust the quality of seeds sold by university than the seeds of private agencies. The pest and disease control advisory was the second most considered (18.04%) aspect for receiving the advisory from the KVKs as the subject matter specialists of KVKs were most experienced as well as qualified to give advisory in the district. On the other hand, 13.90 per cent farmers visiting KVK weed to get advice from KVKs on weed management as the Scientists were not profit oriented to recommend the extra doses of herbicide to control the weeds and to reduce the input costs. It is also found that, 9.39 per cent of the farmers were attracted to receive information relayed to poultry birds from the subject expert, one of the major allied sector business in the area. The farmers frequently visitng KVKs for different purposes had positive attitude on KVKs and less knowledge gap (Jiyawan *et al,* 2012).

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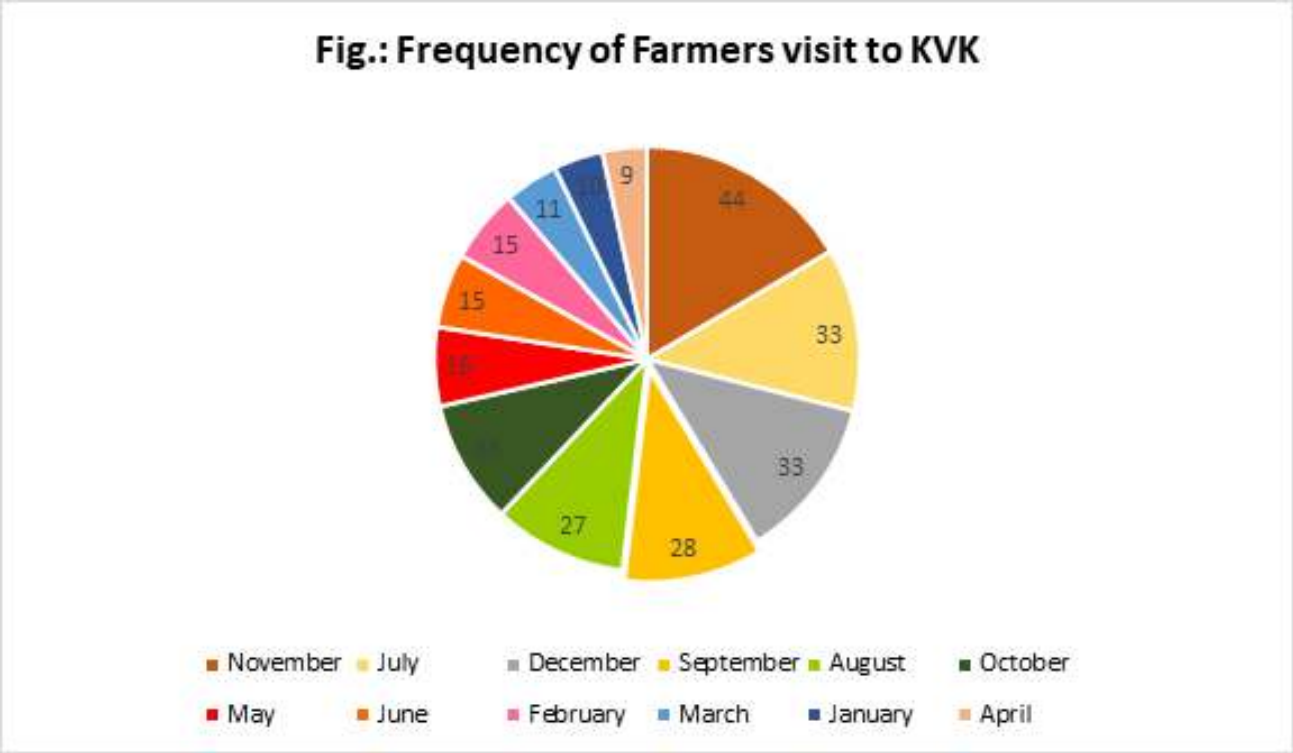

Table 1. Visit of farmers to KVK, Amadalavalasa-2019-2020.

Sr.No.	Purpose	Number of farmers visited	Ranking
1.	Seeds , Seedlings, Planting material	104	I
2.	Pest and disease Management	48	II
3.	Weed Management	37	III
4.	Poultry birds	25	IV
5.	Others(Vyavasaya Panchangam, Vermi compost, Waste decomposer, Visit to KVK farm, Package of practices, Fisheries, Literature etc)	13	V
6.	Training on Coconut climbing	10	VI
7.	Training on Mushroom cultivation	9	VII
8.	Azolla, Liquid Bio fertilizers, Yellow Sticky traps	6	IX
9.	Soil testing	8	VIII
10.	Agricultural implements	6	IX

CONCLUSION

The trust gained on KVK among various sections of farmers in agriculture and allied fields was due to the all-round service provided by them. The study reiterate the importance of maintaining the minute data at KVKs on farmers to plan the programmes for them. Moreover, it also facilitated the KVKs to know the demands of various inputs and services provided by KVK and more focus should be on it. Awareness can be created on the less demanded areas from KVK and also need for necessary changes in those relatively weaker areas in KVK management.

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