

## Role of KVKs in Development of Agricultural Societies

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### Abstract

Agriculture is the largest sector of economic activity as well as primary occupation of the majority of the people of India. It is perceived as the principal engine of economic growth and is the largest employer and provider of livelihood whereas 58 percent of the working population of the Nation directly depend on Agriculture. Since agriculture is the main stay of the Indian economy and extension services in agriculture has an indispensable role and it is not limited to just expert assistance in the improvement of production and processing. It streamlines and enables the flow of information and transfer of knowledge and scientific findings to practice. These functions are performed in accordance with the rules and mandates which guide and regulate establishing of the organization, its functioning, goals and fields of operation, ways to execute extension activities by the extension activities by the extension agent, their obligation and rights. Present paper aim is to study the attitude of farmers towards Extension Services Provided by KVKs.

**Keywords:** Attitude; Agriculture; KVKs; Farmers.

## INTRODUCTION

*If the farmer is Rich, then so is the Nation, Thomas Jefferson.* Agriculture extension services are the services or systems which assist farm people, through educational procedures, in improving farming methods and techniques, increasing production efficiency and income, bettering their standard of living and lifting social and educational standards. According to the Committee for

Doubling Farmers Income, "Agricultural Extension is a system of knowledge, technology, sharing information, skills, risk & farm management practices, across agricultural sub-sectors, all along the agricultural value chain, to enable the farmers to realize higher net income from their enterprise on a sustainable basis" (*Maji and Biswas, 2018*)

Krishi Vigyan Kendra is a noble concept developed by Indian Council of Agricultural Research (ICAR), which help in accelerating the agriculture production as also in improving the socio-economic conditions of the farming community and for providing self employment opportunities to the growing rural population. KVK is a training centre that understands how to convey technologies to the grassroot level, how to act as a source of feedback for technological assessment and refinement, and how to help farmers gain confidence. They serve as a training centre for technology transfer, with the goal of reducing the period between technology generation and transfer. On farm testing, front-line demonstrations, training of farmers and rural youths to refresh their knowledge and skills in better agricultural technology, and training of

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extension employees to orient them in the frontier areas of technological development are just a few of the KVK's efforts. It is also beneficial in increasing the income of farmers and rural youngsters, as well as their understanding of several disciplines (Das and Mishra, 2004).

### *Agricultural Extension Services Provided by KVKs*

Agricultural advisory services involve entire sets of organizations that enable the farmers to co-produce farm level solutions by establishing service relationships with advisers so as to produce knowledge and enhance skills (Labarthe et al., 2013). The agricultural services provided by KVKs includes:<sup>1</sup> Training Programmes: KVK arranges the on-campus and off-campus training for the farmers on desired topics. Special trainings are also arranged for organizations on their selected topics.<sup>2</sup> Consultancy: Farmers may interact with the scientists at the KVK & get consultancy on issues related to agriculture, allied fields & information on advanced agricultural technologies.<sup>3</sup> On Farm Trials and Demonstrations. Main objective of KVKs is to give a demonstration about the newly released agricultural production technologies and their management practices on the farmers field.

[i] Demonstration Units: Farmers can visit KVKs, its instructional farm and demonstration units on greenhouses, nursery, mushroom, bio-fertilizers, micronutrient formulations and unit of agri implements.

[ii] Diagnostic Services: Farmers can request KVK scientists to visits their problematic fields for getting curative and diagnostic recommendations.

[iii] Soil and Water Testing: Farmers can get their soil, water and leaf samples tested for various parameters of their choice at reasonable rates at our soil testing laboratory.

[iv] Availability of Infrastructure: Other organizations that wish to conduct trainings for the farmers can use our class rooms and audio visual aids on nominal charges. (Balkrishna et al., 2021).

The KVK's overall mission is to develop and disseminate location specific technological modules at the district level through Technology Assessment, Refinement, and Demonstration, as well as to train farmers, farm women, rural youth, and extension officials, as well as to serve as a Knowledge and Resource Center for agriculture and related activities (Singh et al., 2012). The following are the precise activities required to carry out this mandate:<sup>1</sup> Using On-Farm Testing (OFT) to determine the

site specificity of agricultural technologies in different farming systems.<sup>2</sup> Organizing Front Line Demonstrations (FLD) at farmers' fields to determine the production potential of various crops and enterprises.<sup>3</sup> Organizing need-based training for farmers to update their knowledge and abilities in modern agricultural technologies such as technology evaluation, refinement, and demonstration, as well as training for extension professionals.<sup>4</sup> Increasing public knowledge of improved technologies through proper extension programmes.<sup>5</sup> Production and distribution of high-quality seeds, planting materials, livestock, poultry, and fingerling varieties, breeds, and products to farmers.

### *Significant Roles Played by KVKs*

KVK is a unique model of frontline extension in agriculture, serve as a single window mechanism for addressing the technology needs of farmers with a multidisciplinary approach. Extension services are being offered by various agencies at local and district level, the emergence of KVK system has played a crucial role in institutionalizing the extension education and extension services in agricultural sector. The KVK has transformed the extension education system into a systematic, curriculum-based field by defining the competencies at micro-level (Kushwah et al., 2015). KVK has played a major role in implementation and up scaling of ICT Applications, building e-extensions, real time solutions, linkages with local, state level bodies, partnership and convergence and massive scientist farmer linkage etc. There are many empirical evidences that KVK system has played a vital role through extension services in several areas such as enhancing the yield of cereals and pulses during the past four decades, technology dissemination up to the last mile of farming, educating farmers in transformational technologies, acting as a link between technology, production and market information, building live stock extension systems and reinforcing vocational systems etc. (Agriculture Extension Division, ICAR, 2017).

Constraints faced by the farmers in availing the services offered by KVKs.

Krishi Vigyan Kendra is the light house for farmers in India, which are meant to demonstrate the application of science and technology, input of agricultural research and education in the farmers field in the rural areas. Krishi Vigyan Kendras are spread across the country in 731 districts. The development and demonstration of technologies,

as well as the training of farmers and extension workers, are the main emphasis areas of KVKs (Acharya et al., 2020).

In Uttarakhand there are 13 KVKs which are working at the grass root levels for profitability, nutritional security and sustainability in agriculture (Saklani, 2018). The major pre requisite for training are special skills and positive attitude of the trainer at the same time trainees should have positive attitude and ability of listen and grasp the information (Katole et al., 2017). Official evaluation of the success of extension delivery programmes in most cases has focused on farmers behavioral changes in terms of adoption. Lack of practical exercise during training programme, no training need assessment before training and more emphasis on theoretical work has also been perceived by the farmers (Ranjan, 2015) which makes their attitude unfavorable towards working of KVKs. Poor level of knowledge and less profitable technology were the major problems which create hindrances for adoption of technology (Verma et al., 2017). Thus problems like transfer of technology, desired improvement in the skills and knowledge, how to implement the results of the research in the farms where land holdings are very small becomes common problem in the system, thus knowing the status of the extension services, the problems and the remedies becomes important (Nilerd, 2015).

Farmers are facing various constraints in availing the services offered by KVKs. Srivastava et al. (1996) conducted that the transportation was a serious problem for female trainees. Sharma et al. (2000) found that the farmers did not have proper financial support besides their low educational background and social binding and hence, were not in a position to adopt improved technique. Badodiya et al. (2011) concluded that high cost of inputs & difficult methods for preparation were major constraints experienced by the farmers. Jadhav (2011) revealed that insufficient loan facility, in short supply of inputs in crucial time, lack of need based technical knowledge, high cost of inputs, small land holding of farmers, non availability of quality seeds, diversification in agriculture are the main constraints faced by farmers. Damor (2013) revealed that constraints faced by farmers were, lack of special administrative setup to promote organic farming, lack of awareness regarding price and availability of organic food in people, lack of marketing network for organic products, controversy among family members regarding organic farming and there is no special incentive or awards for adopters of organic farming practices.

Meena and Singh (2013) revealed that lack of practical trainings, lack of transport facilities and inadequate infrastructural facilities at the KVKs are major constraints faced by the trainees. Vohra (2016) revealed that the majority of the beneficiaries reported that the undecided attitude of KVK personnel towards other than university suggested technologies and field day not regularly organized on FLDs and OFTs at right time as their main constraints.

## CONCLUSION

On the basis of above discussion, this can be concluded that farmers are facing various challenges in the rural areas. KVKs play a very important role in dissemination of technologies and technologies transfer. Thus, we can say that Extension workers should develop such type of strategy for the development of farmers so that they can get the benefits and use the services provided by KVKs.

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