

## Krishi Vigyan Kendra - Kisan Club Linkage : An Approach Towards Agricultural Prosperity

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### ABSTRACT

Indian Council of Agricultural Research has developed a strong network of Krishi Vigyan Kendra (KVKs) in the country to disseminate agricultural technologies and innovations. The main obstacle in adoption of the technologies and innovations by the farmers in the district is lack of credit facilities; on the other hand banks are not providing credit facilities to the farmers due to uncertain recovery. The NABARD has been sponsoring Volunteer Vikas Vahini clubs in the villages to increase flow of credit to farmers and also ensure recovery of this loan. The Krishi Vigyan Kendra Burdwan has constituted three VVV farmers' club in the adopted villages to ensure highest adoption of the technologies by providing strong technical support to these clubs through training of farmers, club leaders and conducting other extension activities. Therefore, present study was conducted in these three villages to know the impact of this KVK - VVV Kisan Club Linkage on improving well being of the farmers. The result of the study showed that the farmers' clubs constituted by KVK are engaged in distributing Kisan Credit Cards, arrangement of quality seed / planting material, improved implements, input supply and marketing of farm produce at remunerative price. The members of these farmers' club are working on cooperative basis and making farming a promising enterprise.

**Key words:** KVK, Volunteer Vikas Vahini (VVV-Kisan club);

Agriculture is the back bone of Indian economy as about 70 percent population of the nation depends on it. Over the years, the national agricultural research system in the country has developed a large number of process, equipments and technologies. The ICAR has developed a strong network of Krishi Vigyan Kendra (KVKs) in the country, to refine and disseminate these agricultural technologies and innovations through, Front Line Demonstrations, On Farm Trials, trainings of farmers and extension personnel to update their knowledge and skill in frontier areas of technology development. But adoption of these technologies is not upto desired level in Burdwan district. The main obstacle in adoption of these technologies and innovations by the farmers in the district is lack of credit facilities; on the other hand banks are not providing credit facilities to the farmers due to uncertain recovery. NABARD has been vested with the important responsibility of coordinating the flow of agricultural credit in country. Therefore, NABARD has been sponsoring Volunteer Vikas Vahini clubs in the villages to increase flow of credit to farmers and also ensure recovery of this loan. The annual maintenance and other expenditures of the club are met out by NABARD in the initial years. The Krishi Vigyan Kendra, Burdwan has promoted three

VVV farmers' club in the adopted villages to ensure highest adoption of these technologies by providing strong technical support to these clubs through training of farmers, club leaders and conducting other extension activities. Therefore, present study was conducted to know the impact of this KVK - VVV Kisan Club Linkage on beneficiaries and non beneficiaries with following specific objectives:

1. To know the socioeconomic status of the beneficiaries and non beneficiaries.
2. To study the impact of KVK - VVV Kisan Club Linkage on beneficiaries and non beneficiaries.

### METHODOLOGY

The present study was conducted in purposively selected Burdwan district of West Bengal, because this is jurisdiction area of the Krishi Vigyan Kendra, Burdwan. The study was based on the experimental design of social research considering beneficiary as experimental group and non-beneficiaries as a control group. Six villages (3 with KVK- VVV Kissan Club + 3 with non KVK- VVV Kisan Club) were selected for the study purpose. For the selection of respondents, 60 beneficiaries were

randomly selected from three villages with KVK- VVV Kissan Club and equal number (60) of non beneficiaries were also selected randomly for comparison from three villages with non KVK- VVV Kisan Club. Thus in all 120 farmers constituted the sample for this study. Interview schedule was designed in line with the objectives of the study. The data collected for the study were classified, tabulated and analyzed and the results are presented.

## RESULTS AND DISCUSSION

*Socio-economic profile of beneficiaries and non beneficiaries* : The data relating to personal

characteristics of the respondents such as age, education, caste, occupation, income level, social participation, family type and size and extension contact are presented in Table 1.

It is observed from Table 1 that majority of beneficiaries (60 %) and non beneficiaries (55 %) were in the age group of 35 to 58 years, 56.67 percent beneficiaries and 53.33 per cent non beneficiaries were having medium educational status, 56.67 percent and 71.67 percent beneficiaries and non beneficiaries, respectively had marginal land holding, 73.33 per cent beneficiaries and 95.00 percent non beneficiaries were from low income group.

Table 1. Distribution the beneficiaries and non beneficiaries of KVK - VVV Kisan Club Linkage

S.No.	Particulars of Variable	Respondents				Total	
		Beneficiaries (n=60)		Non-beneficiaries (n=60)		(n=120)	
		F	%	F	%	F	%
1.	Age (Years)						
(a)	Young (below 35)	06	10.00	14	23.33	20	16.67
(b)	Middle (35-58)	36	60.00	33	55.00	69	57.50
(c)	Older (above 61)	18	30.00	13	21.67	31	25.83
	Total	60	100.00	60	100.00	120	100.00
2.	Educational status						
(a)	Low (below 6 score)	10	16.66	11	18.34	21	17.50
(b)	Medium (6 to 12 score)	34	56.67	32	53.33	66	55.00
(c)	High (above 12 score)	16	26.67	17	28.33	33	27.50
	Total	60	100.00	60	100.00	120	100.00
3.	Size of land holding						
(a)	Marginal (Up to 1 ha)	34	56.67	43	71.67	77	64.16
(b)	Small (1-2 ha)	10	16.66	9	15.00	19	15.84
(c)	Medium (more than 2 ha)	16	20.67	8	13.33	24	20.00
	Total	60	100.00	60	100.00	120	100.00
4.	Income level						
(a)	Low (up to Rs. 30,000/year)	44	73.33	57	95.00	101	84.16
(b)	Medium (Rs. 30,000-60,000/year)	11	18.33	2	03.33	13	10.84
(c)	High (Above Rs.60,000/year)	5	08.34	1	01.67	6	10.00
	Total	60	100.00	60	100.00	120	100.00
5.	Extension contact						
(a)	Low contact (Up to 16 score)	11	18.33	20	33.33	31	25.83
(b)	Medium contact (16 to 28 score)	37	61.67	36	60.00	73	60.84
(c)	High contact (above 28 score)	12	20.00	4	06.67	16	13.33
	Total	60	100.00	60	100.00	120	100.00
6.	Cosmopoliteness						
(a)	Low Cosmopoliteness	10	16.67	30	50.00	40	33.33
(b)	Medium Cosmopoliteness	40	66.67	28	46.67	68	56.67
(c)	High Cosmopoliteness	10	16.66	2	03.33	12	20.00
	Total	60	100.00	60	100.00	120	100.00

Table further shows that 61.67 percent beneficiary and 60.00 percent non beneficiaries had medium level of extension contact with KVK, state agriculture department and with other line departments. It is also revealed that

66.67 percent beneficiaries had medium cosmopolite nature whereas, 50.00 percent non beneficiaries had low cosmopolite nature for receiving information related to agriculture from different sources.

Table 2. Impact of KVK-VVV Kisan Club Linkage on the beneficiaries and non beneficiaries

S.No.	Particulars of Variable	Respondents				Total (n=120)	
		Beneficiaries (n=60)		Non-beneficiaries (n=60)			
		F	%	F	%	F	%
1.	Knowledge status about improved agricultural practices						
(a)	Low (<30 score)	1	01.66	12	20.00	13	10.84
(b)	Medium (30-42 score)	46	76.67	43	71.67	89	74.16
(c)	High (> 42 score)	13	21.67	5	08.33	18	15.00
	Total	60	100.00	60	100.00	120	100.00
2.	Adoption of improved agricultural practices						
(a)	Low (<33 score)	7	11.67	7	11.67	35	29.16
(b)	Medium (33-46 score)	38	63.33	36	60.00	63	52.50
(c)	High (> 46 score)	15	25.00	17	28.33	22	18.34
	Total	60	100.00	60	100.00	120	100.00
3.	Cropping pattern						
(a)	Low (<2 score)	4	06.67	31	51.67	35	29.16
(b)	Medium (2-6 score)	35	58.33	28	46.66	63	52.50
(c)	High (> 6 score)	21	35.00	01	01.67	22	18.34
	Total	60	100.00	60	100.00	120	100.00
4.	Use of inputs for crop cultivation						
(a)	Low (<20 score)	8	13.33	12	20.00	20	16.67
(b)	Medium (22-34 score)	38	63.33	47	78.33	85	70.83
(c)	High (> 34 score)	14	23.34	01	01.67	15	12.50
	Total	60	100.00	60	100.00	120	100.00
5.	Average productivity of major crops						
(a)	Low (<16.80 q/ha)	5	08.33	16	26.67	21	17.50
(b)	Medium (16.80 -30.20 q/ha)	43	71.67	40	66.66	83	69.16
(c)	High (> 30.20 q/ha)	12	20.00	4	06.66	16	13.34
	Total	60	100.00	60	100.00	120	100.00
6.	Income from Agriculture						
(a)	Low (up to Rs. 18,000/year)	10	16.67	30	50.00	40	33.33
(b)	Medium (Rs. 18,000-36,000/year)	40	66.67	28	46.67	68	56.67
(c)	High (Above Rs.36,000/year)	10	16.66	2	03.33	12	20.00
	Total	60	100.00	60	100.00	120	100.00
7.	Investment in Agriculture						
(a)	Low (up to Rs. 5,000/year)	01	01.67	35	58.33	36	30.00
(b)	Medium (Rs. 5,000-10,000/year)	40	66.67	23	38.33	63	52.50
(c)	High (Above Rs.10,000/year)	19	26.66	2	03.34	21	17.50
	Total	60	100.00	60	100.00	120	100.00
8.	Borrowing						
(a)	No Borrowing	16	26.67	43	71.67	59	49.16
(b)	Low (up to Rs. 15,000/year)	35	58.33	15	25.00	50	41.66
(c)	Medium (Rs. 15,000-22,000/year)	8	13.33	2	03.33	10	08.33
(d)	High (Above Rs.22,000/year)	01	01.67	00	00.00	01	-
	Total	60	100.00	60	100.00	120	100.00
9.	Saving						
(a)	No saving	40	66.66	38	63.33	78	65.00
(a)	Low (up to Rs. 11,000/year)	14	23.33	10	16.67	24	20.00
(b)	Medium (Rs. 11,000-18,000/year)	04	06.67	07	11.67	11	09.16
(c)	High (Above Rs.18,000/year)	02	03.33	05	08.33	07	05.84
	Total	60	100.00	60	100.00	120	100.00
10.	Attitude towards farming						
(a)	Negative	11	18.33	14	23.33	25	20.83
(b)	Neutral	34	56.67	36	60.00	70	58.33
(c)	Positive	15	25.00	10	16.67	25	20.84
	Total	60	100.00	60	100.00	120	100.00

The overall picture about the personal and socio economic characteristics of the beneficiaries and non beneficiaries showed that beneficiaries were better off than non beneficiaries in respect of educational status, size of land holding, annual income, extension contact and compositeness nature. The findings are in line with the Korde *et.al.*(2003), Hanumanaikar, *et. al.* (1997) and Kumar,*Met. al.*(2007) who are reported that beneficiaries of Kal irrigation project were better off than non beneficiaries.

*Impact of KVK - VVV Kisan Club Linkage on the beneficiaries and non beneficiaries* : Impact of KVK–Kisan club linkage on its beneficiaries and non beneficiaries was measured with respect to knowledge status about improved agricultural practices, adoption of improved agricultural practices, cropping pattern, use of inputs for crop cultivation, average productivity of major crops, income from agriculture, investment in agriculture, borrowing, saving and attitude towards farming The data related to these parameters are presented in Table 2.

The data presented in Table 2 revealed that nearly three fourth of the beneficiaries and non beneficiaries had medium level knowledge status about improved agricultural practices, majority (more than 60%) of both type of respondents had medium cropping pattern and use of inputs for crop cultivation.

More than 65 per cent beneficiaries and non beneficiaries had medium level of average productivity of major crops while 66.67 percent beneficiaries and 38.33 percent non beneficiaries had medium investment in agriculture. Further table revealed that 26.67 percent beneficiaries and 71.67 percent non beneficiaries had no borrowing, the majority of respondents (66.66%

beneficiaries and 63.33% non beneficiaries) had no saving and 56.67 percent beneficiaries and 60.00 percent non beneficiaries had neutral attitude towards farming.

Thus based on above results, it could be said that beneficiaries of the KVK- VVV Kisan club linkage were better off than non beneficiaries with regard to knowledge status about improved agricultural practices, adoption of improved agricultural practices, cropping pattern, use of inputs for crop cultivation, average productivity of major crops, income from agriculture, investment in agriculture, borrowing, saving and attitude towards farming.

## CONCLUSION

The findings of the study revealed that the beneficiaries of the KVK- VVV Kisan club linkage were better off than non beneficiaries in respect of educational status, size of land holding, annual income and extension contact. It was clearly observed that beneficiaries of this linkage were also better off than non beneficiaries with regard to knowledge status about improved agricultural practices, adoption of improved agricultural practices, cropping pattern, use of inputs for crop cultivation, average productivity of major crops, income from agriculture, investment in agriculture, borrowing, saving and attitude towards farming. These farmers' clubs are engaged in distributing Kisan Credit Cards, arrangement of quality seed/ planting material, improved implements, input supply and marketing of farm produce at remunerative price. The clubs are also making linkage with other line departments such as state department of agriculture, animal resource development, horticulture, fishery etc. The members of these farmers' club are working on cooperative basis and making farming as promising prosperous enterprise

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