

## Attitude of Farmers towards Kisan Mandals and Kisan Seva Kendra

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### ABSTRACT

*This new system of Kisan Mandals and Kisan Seva Kendra has visualized having favorable attitude of farmers towards it. So an effort to measure attitude of farmers towards this new system of Kisan Mandals and Kisan Seva Kendra was studied in this investigation along with the association between selected independent variables and attitude factor. The study was conducted in Jaipur district of Rajasthan. A sample of 90 mandal farmers was selected by random sampling method. The results indicated that more than half of the respondent's i.e. 60.00 percent had favorable and 26.66 percent farmers had most favorable attitude towards Kisan Mandals and Kisan Seva Kendra. Remaining 13.33 percent respondents had unfavorable attitude towards Kisan Mandals and Kisan Seva Kendra. It shows that farmers in general were happy with the working of Kisan Mandals and Kisan Seva Kendras. There appears to be a positive contribution of extension personnel in motivating the farmers to take benefit of the programmes. The third position was ranked to 'information provided under Kisan Mandal meetings is beneficial for the farmers'. It was also observed that attitude of the farmers towards Kisan Mandals and Kisan Seva Kendras were positively and significantly associated with knowledge, participation in extension activities, social participation, level of education, size of land holding and social-economic status.*

**Key words :** Kisan Mandal; Kisan Seva Kendra; Agro-clinic; Training and Visit System; Village Extension Worker;

Indian Agricultural scenario has many contrasts ranging from improved technology verses traditional technology along with traditional attitude of farmer's v/s moderately technically literate extension workers. The T & V system has been successful up to some extent to minimize the gap between technology available at lab and its real adoption up to the field level. Taking a step ahead Rajasthan Government modified this since 1<sup>st</sup> January 1993 and renamed it as Kisan Mandals and Kisan Seva Kendra. This modified system has an edge over the T&V system by overcoming the limitation of individual contact approach in T&V system and advocated for group approach by suggesting fortnightly meeting of Village Extension Worker with Kisan Mandal which consisted of a group of 20 progressive farmers. The another aspect of this system was to provide technical consultancy on every Thursday to farmers by Village Extension Worker on a well equipped centre known as Kisan Seva Kendra/ Agro Clinic.

Kisan Mandal is a group of 20 progressive farmers

who voluntarily organized for their overall agricultural development. At every Village Extension Worker level, eight such Kisan Mandals are formed. The Village Extension Worker is designated as Agriculture supervisor. The Kisan Mandal meeting is scheduled to be held once in a fortnight at a scheduled day and at fixed place in which Kisan Mandal members share their experiences and problems with extension worker. Besides this a Kisan Seva Kendra is established at every Village Extension Worker's headquarter to solve the urgent problems of farmers regarding input arrangements, insect and pest control etc. The concept of Agro-clinic / Kisan Seva Kendra has been a unique innovation put into trial in Rajasthan. It is also designed to hold a weekly clinic for diagnosis and prognosis of farmer's problems and prescription of treatment measures. In these Kisan Seva Kendras, every Thursday farmers are apprised with know-how about latest scientific cultivation practices, soil and water conservation techniques and farmer's problems

regarding such matters are solved immediately by the respective extension functionaries. Realizing the importance of this new system of Kisan Mandals and Kisan Seva Kendra in transfer of technology an effort to measure attitude of farmers towards this new system of Kisan Mandals and Kisan Seva Kendras was studied in this investigation along with the association between selected independent variables and attitude factor.

## METHODOLOGY

The study was conducted in Jaipur district of Rajasthan. Three Panchayat Samities i.e. Dudu, Sanganer and Viratnagar were selected for study purpose. The 9 Village Extension Worker circles were selected randomly from these three *panchayat* samities. A list of mandal farmers was obtained from these nine Village Extension Worker circles. A sample of 90 Mandal farmers was selected from this list by random sampling method. The modified attitude scale developed by Chauhan (1994) was administered for the present study. The schedule consisted for 20 items. The data collected were tabulated and analyzed in light of above objective.

## RESULTS AND DISCUSSION

*Distribution of respondents according to degree of attitude towards Kisan Mandal and Kisan Seva Kendra*: The scale was administered among 90 Mandal farmers. The mean score of all the 90 respondents were worked out and the mean score ranged varied from 1.35 to 4.5. The overall mean score of the respondents was found to be 3.05. Standard deviation (0.96) was also computed on the basis of mean score of the respondents. The respondents were grouped in three attitude categories based on the overall mean score and standard deviation.

**Table 1. Frequency of Farmers under different degree of attitude towards Kisan Mandals and Kisan Seva Kendras (N=90)**

S. No.	Mean Score	Degree of Attitude	Mandal Farmers	
			No.	%
1	Up to 2.09	Unfavourable	12	13.33
2	2.10 to 4.01	Favourable	54	60.00
3	More than 4.01	Most favourable	24	26.66

Overall mean Score = 3.0

It may be seen from table 1 that more than half of the respondents i.e. 60 per cent had favourable attitude and 26.66 per cent farmers had most favourable attitude

towards Kisan Mandal and Kisan Seva Kendra. It shows that farmers in general were happy with the working of Kisan Mandal and Kisan Seva Kendra. There appears to be a positive contribution of extension personnel in motivating farmers to take benefit of the programmes. Many scientists reported that the attitude which an individual farmer possesses towards an organization or programme exercised significant influence on acceptance and rejection. So the results appear to be quite justifiable that attitude has emerged out as one of the predictors of impact of innovation. This finding is in conformity with the findings of the Chauhan (1994) proved that majority of the farmers i.e. 75 per cent had favourable and most favourable attitude towards Kisan Mandal system. Kumar *et al* (2006) have also reported that majority of respondents showed favourable attitude towards various activities of Krishi Vigyan Kendras. Similar kind of finding was also reported by Sharma *et al* (2011) that most of the beneficiary respondents had their attitude in positive direction towards frontline demonstrations. Further, the response of the farmers to individual items indicating that attitude towards the statement 'Kisan Seva Kendra is really working on every Thursday as an agro-clinic centre for the farmers' was on the top-most place according to relative importance in the scale followed by 'Kisan Seva Kendra helps to solve the urgent problems of farmers regarding input arrangement, insect and pest control etc'. This showed that the farmers had a favourable attitude towards the Kisan Seva Kendra. The third position was ranked to the statement 'information provided under Kisan Mandal meetings is beneficial for the farmers'.

*Association between attitude of farmers towards Kisan Mandal and Kisan Seva Kendra and the selected independent variables*: The association between attitude of farmers towards Kisan Mandal and Kisan Seva Kendra and the selected independent variables viz. knowledge, participation in extension activities, social participation, education, size of land holding and socio-economic status was calculated by applying 'Zero order correlation' (r). The results have been presented in Table 3. It may be observed that attitude of the farmers towards Kisan Mandal and Kisan Seva Kendra were positively and significantly associated with knowledge about Kisan Mandal and Kisan Seva Kendra, participation in extension activities, social participation, level of education, size of land holding and socio-economic status at 1 per cent level of probability.

**Table 2. Attitude of Farmers towards Kisan Mandals and Kisan Seva Kendras**

S. No.	Statements	MPS	Rank
1.	Information provided under Kisan Mandal meetings are beneficial for the farmers.	4.83	III
2.	All the mandal farmers attending the mandal meetings regularly.	3.33	XX
3.	Kisan Mandals have created feelings of cooperation among the farmers.	3.40	XIX
4.	The Kisan Mandal meetings are not regularly conducted by the VEW.	3.93	XIII
5.	Generally individual farmer's problems are ignored under Kisan Mandal meetings.	3.52	XVII
6.	The demonstrations are mostly conducted on the field of influential farmer under Kisan Mandals and Kisan Seva Kendras.	3.76	XVI
7.	Nepotism and favouritism is prevailing under Kisan Mandals.	3.86	XIV
8.	Generally the Kisan Mandal members do not communicate the latest advances to the other non-mandal farmers.	3.48	XVIII
9.	The transfer of technology is very fast under Kisan Mandal because of the group approach.	4.54	IV
10.	Many times conflicting situation arises in Kisan Mandal meetings which adversely affect transfer of technology system.	4.20	VIII
11.	Kisan Mandal farmers adopt the new farm technology recommended by extension worker with little persuasion.	4.03	XI
12.	Kisan Mandal farmers represent all the sections of the farmers community.	4.32	VII
13.	Kisan Mandal farmers do not spare time for other non-mandal farmers.	3.77	XV
14.	The Kisan Mandal farmers invite the other farmers on their farm to visit the practices adopted by them.	3.38	X
15.	Kisan Seva Kendra is really working on every thursday as an Agro-clinic centres for the farmers.	4.94	I
16.	Kisan Seva Kendra helps to solve the urgent problems of farmers regarding input arrangements, insect and pest control etc.	4.93	II
17.	Little discussion is held about technical know how in the Kisan Mandals and Kisan Seva Kendras.	4.16	IX
18.	The Kisan Mandals and Kisan Seva Kendras are nothing but the source of livelihood for the government personnel.	3.97	XII
19.	The subject matter information given by VEW is adequate.	4.41	VI
20.	The VEW have no confidence in their subject matter knowledge.	4.48	V

MPS=Mean Percent Score

**Table 3. Association between selected independent variables and the attitude of farmers towards Kisan Mandals and Kisan Seva Kendras (N=90)**

S. No.	Independent variables	Zero order correlation 'r' values
1	Knowledge	0.8089**
2	Participation in Extension activities	0.7495**
3	Social-participation	0.3828**
4	Education	0.5882**
5	Size of land holding	0.3314**
6	Socio-economic status	0.3308**

\*\*Significant at 1% level of probability.

Perusal of Table 3 revealed that knowledge level of farmers was positively and significantly associated with the attitude of the farmers towards Kisan Mandal and Kisan Seva Kendra. It means that level of knowledge exerted its influence on the attitude of farmers towards Kisan Mandal and Kisan Seva Kendra. This might be because of the fact that knowledge is the fundamental basis for undertaking any farm activity, project etc. Similar results were found by *Sharma and Bairathi (1999)* who reported that knowledge was significantly associated with attitude of farmers.

Participation in extension activities was also significantly associated with the attitude of farmers towards Kisan Mandal and Kisan Seva Kendra. This shows that the participation in different activities exerted its influence on the attitude of farmers towards Kisan Mandal and Kisan Seva Kendra. The results arrived so were due to the fact that as the participation of farmers in different extension activities like farmer fair, meeting, field days, training camps, film shows etc. has increased, then ultimately they became aware about the Kisan Mandal and Kisan Seva Kendra. This finding is in conformity with the findings of *Singh (1999)* who reported that the attitude of farmers were positively and significantly associated with their participation in activities of extension wings.

Table 3 also highlighted that the level of education was positively and significantly associated with the attitude of farmers towards Kisan Mandal and Kisan Seva Kendra. It means that there was influence of education on the attitude of farmers towards Kisan Mandal and Kisan Seva Kendra. The results revealed that literate farmers could read newspaper, magazine and literature which have created awareness about Kisan

Mandal and Kisan Sewa Kendra. They might have got more benefit from Kisan Mandal and Kisan Sewa Kendra as compared to illiterate farmers. Reading newspaper, magazine and books might have helped them in forming their positive attitude. Similar results were found by *Chauhan (1994)* who reported that level of education was significantly associated with the attitude of farmers towards Kisan Mandal system.

The significant association of social participation with attitude indicated that more the social participation more favourable would be attitude of farmers towards Kisan Mandal and Kisan Sewa Kendra. The results arrived so were due to the fact that as the social participation of the farmers increased, they could have more chances to get benefit of Kisan Mandal and Kisan Sewa Kendra because they got aware about the activities of Kisan Mandal and Kisan Sewa Kendra while participating in various social organizations. Thus, it helped in forming the positive attitude towards Kisan Mandal and Kisan Sewa Kendra. This finding was in conformity with the findings of *Chauhan (1994)* and *Sharma and Bairathi (1999)* who reported that the attitude of the farmers was positively and significantly associated with their social participation.

Size of land holding was also positively and significantly associated with the attitude of farmers towards Kisan Mandal and Kisan Sewa Kendras. It means the size of land holding exerted its influence on the attitude of farmers towards Kisan Mandal and Kisan Sewa Kendras. The reason for this might be that village extension worker usually conducted the demonstration, field days and other activities at the field of those farmers who had large size of land holding and irrigation facilities.

As per the assumption, socio-economic status was positively and significantly related with the attitude of farmers towards Kisan Mandal and Kisan Sewa Kendras. So inference may be drawn that their socio-economic status had direct bearing on respondents' attitude towards Kisan Mandal and Kisan Sewa Kendras. The probable reason of such findings might be that the village extension workers concentrated their efforts on such people of the community who had high socio-economic status which would have shaped their attitude towards positive direction. The results are in conformity with the findings of *Chauhan (1994)* and *Singh (1999)* who reported in their studies that attitude of respondents was positively and significantly associated with their size of land holding and socio-economic status.

**Table 4. Multiple regression values showing influence of independent variables to the attitude of farmers towards Kisan Mandals and Kisan Sewa Kendras (N=90)**

S. No.	Independent Variables	b-value (R. cof.)	S-error of b	t-value for b
1.	Knowledge	4.060	0.457	8.880**
2.	Participation in Extension activities	0.294	0.504	0.582
3.	Social participation	-0.863	0.940	-0.919
4.	Education	0.431	0.538	0.800
5.	Size of land holding	0.071	1.176	0.060
6.	Socio-economic status	0.016	0.084	0.185

$R^2 = 0.7070$ , Calculated value of 'F' = 30.56\*\* (with 6 and 83 d.f.s.), \*\* Significant at 1% level of probability.

*Multiple regression equation with selected independent variables to the attitude of farmers :* The Zero-order correlation indicates only existence or non-existence of relationship between independent and dependent variables. For further analysis multiple regression technique was used to determine the individual and overall influence of selected independent variable ( $X_1, \dots, X_6$ ) on the attitude of farmers (dependent variable i.e. Y) towards Kisan Mandal and Kisan Sewa Kendras. All the selected independent variables were put with attitude of farmers towards Kisan Mandals and Kisan Sewa Kendra in the multiple regression equation. The findings have been incorporated in Table 4. Data in Table 4 indicated that there was 70.70 per cent contribution of all the six independent variables on attitude of the farmers towards Kisan Mandals and Kisan Sewa Kendras. The respective 'F' value was also 30.56 at 6 and 83 degrees of freedom which was significant at 0.01 level of probability.

Thus, the results implied that all the six selected factors had accounted for a significant variation in shaping the attitude of farmer towards Kisan Mandals and Kisan Sewa Kendras.

Further, test of significance ('t' value) indicated that the coefficient of regression (b-value) was found to be positively and significantly associated with the knowledge level ( $X_1$ ) at 1 per cent level of significance. The table also depicted that regression coefficient was non-significant for participation in extension activities ( $X_2$ ), social participation ( $X_3$ ), level of education ( $X_4$ ), size of land holding ( $X_5$ ) and socio-economic status ( $X_6$ ).

The depth analysis of the relationship between dependent and independent variables portrayed that

knowledge level of farmers was the most important variable among all the six variables selected in the study whose contribution was maximum in developing positive attitude towards Kisan Mandals and Kisan Seva Kendras.

#### CONCLUSION

From the above discussions it is concluded that the majority of the farmers had positive attitude towards

Kisan Mandals and Kisan Seva Kendras. The study also revealed that attitude towards Kisan Mandals and Kisan Seva Kendra was positively and significantly associated with knowledge, participation in extension activities, social participation, size of land holding, level of education and socio-economic status.

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