

## AN ANALYTICAL STUDY AMONG THE BENEFICIARIES OF KVKs IN ANDHRA PRADESH

\*Mastanbi Shaik<sup>1</sup> and G.R.K. Sharma<sup>2</sup>

<sup>1</sup>Ph.D Scholar, <sup>2</sup>Professor & University Head, Department of Veterinary and Animal  
Husbandry Extension Education, College of Veterinary Science, Tirupati  
E-mail: drmastanbi@gmail.com (\*Corresponding Author)

**Abstract:** The present investigation was aimed at comparative study of various personal, socio-economic and psychological characteristics among the beneficiaries of KVKs in Andhra Pradesh state. Two villages were purposively selected from the jurisdiction of each KVK and 15 livestock farmers who underwent training programme in respective KVKs were selected randomly, thus form a total number of 90 farmers for the study. The study revealed that majority of livestock farmers trained under KVKs were at middle age and had education up to high school level and possessed medium family size with nuclear family system and belonged to open category. The major findings of the study were that majority of the respondents were small farmers and their main occupation was agriculture farming, whereas, dairy farming was taken up as subsidiary occupation and possessed medium experience in livestock farming with low annual income. It was interesting to note that majority of respondents had social participation with medium level of information seeking behaviour and economic orientation in all KVKs. Whereas, high level of scientific orientation and achievement motivation was observed in livestock farmers of both KVKs of ANGRAU and Dr. YSRHU followed by low level in KVK of SVVU.

**Keywords:** Personal; Socio-economic; Psychological profile; Livestock farmers.

### INTRODUCTION

A scientific transformation of livestock is an important prerequisite for rural development. Several organized efforts have been made to disseminate the livestock farming technologies with greater speed. However, it has been realised that farmers' training will have to be more pragmatic towards backward areas and weaker sections of the rural society. The turning point and giant leap in this direction came with the establishment of Farm Science Centre or Krishi Vigyan Kendra (KVK) by ICAR in 1974. Since then 645 KVKs have been established till date. 21 KVKs are functioning in Andhra Pradesh state. Out of which 12 are managed by Acharya N. G. Ranga Agricultural University (ANGRAU), two each are under the control of Indian Council of Agricultural Research (ICAR) and Dr. YSR Horticulture University (Dr. YSRHU) and one from Sri Venkateswara Veterinary University (SVVU) and the remaining four are working under Non Governmental Organizations

(NGOs). Krishi Vigyan Kendras (KVKs) aimed to meet the training demands of the farming community in the country and also to speed up the process of Transfer of Technology (TOT) to the door steps of the clientele. The success of these kendras depends on personal, socio-economic and psychological characteristics of trained farmers. Keeping this in view, a comparative profile of trained livestock farmers will facilitate to find out the effectiveness of each KVK in implementing the livestock developmental programmes.

## **METHODOLOGY**

The study was conducted in Andhra Pradesh state. Three KVKs were selected purposively, each one representing ANGRAU, SVVU, Dr.YSRHU. Two villages were purposively selected from the jurisdiction of each KVK and 15 livestock farmers who underwent training programme in respective KVKs were selected randomly, thus form a total number of 90 farmers for the study and interviewed through face to face contact interview method. The data were collected by using a pre-structured interview schedule developed for the purpose in consultation with other experts. Following the tabulation and necessary sorting, statistical analysis viz., frequency and percentile were used to draw the inferences.

## **RESULTS AND DISCUSSION**

### **Personal and Socio-economic characteristics of trained livestock farmers**

The present investigation of the results shown in the Table 1 which represents the distribution of trained livestock farmers according to their age, gender, caste, education level, family type, family size, occupation, land holding, experience in sheep farming and income level.

From the Table 1, it was revealed that majority of livestock farmers trained under KVKs were under the age group of 35 to 50 years. The average age of livestock farmers was 45.56 years. It can be inferred that most of the young people from the study area might be choosing new vocations rather than occupations like livestock farming. Keeping in view of the rising demand for quality meat and meat products, younger generation can be motivated to go for livestock farming. Similar results were reported by Subhashchandra, G. Aski (2007). In contrary to these findings, Tabasum Nazir et al. (2012) reported that majority of the trainees (77.75%) belonged to the age group of 15-25 years.

From the Table 1, it was noticed that majority of the livestock farmers were males. This indicates the open type of grazing system of livestock. The study also revealed that majority of respondents belonged to open category and possessed medium family size with nuclear family system and had education up to high school. The possible reason may be that majority of respondents in all KVKs were belonged low income (Rs.50,000-1,50,000) level category.

So, they could not go for higher education, as their financial condition might not have permitted to spend much amount on education to study in the town. These findings are in accordance with Shankara et al. (2014) and Tabasum Nazir et al. (2012). The government need to provide some encouraging schemes to support livestock farmers to adopt new technologies and utilize them to full extent to raise income level through livestock rearing. The above results are in conformity with the result of Rathod et al. (2011).

From the Table 1, it was represented that majority of the livestock farmers were small farmers and their main occupation was agriculture farming. Similar results were reported by Subhashchandra, G. Aski (2007). Whereas, dairy farming was taken up as subsidiary occupation and possessed medium experience in livestock farming. So, to have high level of farming experience, more result and method demonstrations, field trips, meetings, study tours, kisan melas, training programmes and group discussions are to be conducted by KVKs.

### **Psychological characteristics of trained livestock farmers**

#### **1. Social participation**

From the Table 2, it was noticed that majority (73.33%) of the livestock farmers in SVVU-KVK had social participation followed by ANGRAU-KVK (60%) and Dr.YSRHU-KVK (50%). The probable reason for the above trend in KVKs of ANGRAU, SVVU and Dr.YSRHU trainers might have selected those farmers who had membership in social organisations like Self Help Groups, Co-operative societies thinking that they will be having more exposure to different sources of information regarding new livestock related technologies. And also there is a need to motivate the farmers to become members in more than one social organisation.

#### **2. Information seeking behaviour**

From the Table 2, it was noticed that majority (66.67%) of the livestock farmers in Dr. YSRHU-KVK had possessed medium information seeking behaviour followed by ANGRAU-KVK (60%) and SVVU-KVK (50%). The above trend in all KVKs might be due to less contact of respondents with extension personnel and scientists of ANGRAU, SVVU and Dr. YSRHU and also rarely concentrating on different mass media sources like radio, television, news papers and farm magazines, etc.

The high level of information seeking behaviour in livestock farmers need to be achieved through regular visits by the extension personal, by organising training programmes, field trips, study tours, demonstrations, meetings, providing livestock developmental information

materials and also by educating the farmers to maintain better contacts with scientists of ANGRAU, SVVU and Dr. YSRHU.

### **3. Economic orientation**

From the Table 2, it was noticed that majority (46.67%) of the livestock farmers in ANGRAU-KVK had possessed medium level of economic orientation followed by equal per cent (40%) in both KVKs of Dr. YSRHU and SVVU. This trend might be due to the fact that majority of the respondents were small and marginal farmers and had low annual income. To have higher economic orientation, the respondents have to be educated to use the available resources in a better way, which can be effectively carried out through conducting awareness programmes on latest technologies in livestock farming activities by KVKs of ANGRAU, SVVU and Dr. YSRHU.

### **4. Scientific orientation**

From the Table 2, it was noticed that majority (46.67%) of the livestock farmers in ANGRAU-KVK had possessed high level of scientific orientation followed by 43.34 per cent in Dr. YSRHU-KVK. Whereas, low level in SVVU-KVK (36.67%).

The possible reason of high level of scientific orientation in both KVKs of ANGRAU and Dr. YSRHU may be that majority of respondents were small farmers with membership in social organisation and had medium level of information seeking behaviour which might have increased the access to different sources of communication and better interaction with progressive farmers which in turn resulted in utilising the practices which were scientific and producing higher yields. The above trend in SVVU-KVK might be due to the fact that 30 per cent of respondents were land less and belonged to Scheduled Caste category. They adopted only those farm practices which were less scientific, as their medium level of skills learnt does not permit them to understand the practices which were more scientific.

So, there is a need to develop technologies with more relative advantage, compatibility, trialability, observability and which were easily understood, locally suited and feasible so as to encourage the respondents of SVVU-KVK towards high level of scientific orientation, whereas, it is necessary to maintain the high level trend in both KVKs of ANGRAU and Dr. YSRHU.

### **5. Achievement motivation**

From the Table 2, it was noticed that majority (46.67%) of the livestock farmers in ANGRAU-KVK had possessed high level of achievement motivation followed by 40 per cent in Dr. YSRHU-KVK. Whereas, low level in SVVU-KVK (36.67%). The possible reason of

high level of achievement motivation in both KVKs of ANGRAU and Dr.YSRHU may that majority of respondents had possessed high level of scientific orientation, it has motivated the farmers to adopt the farming practices which fulfill their needs. The above trend in SVVU-KVK might be due to the fact that majority of respondents had possessed low level of scientific orientation and also educational and economic status does not permit even to aspire for higher achievement motivation.

So, there is a need to encourage the respondents SVVU-KVK of towards high level of achievement motivation by conducting more number of skill oriented training programmes, whereas, it is necessary to maintain the high level trend in both KVKs of ANGRAU and Dr.YSRHU.

### **CONCLUSION**

It can be inferred that majority of livestock farmers trained under KVKs were at middle age and had education up to high school level and possessed medium family size with nuclear family system and belonged to open category. Agriculture farming was the main occupation, while dairy farming was taken up as subsidiary occupation and had medium experience in livestock farming with low annual income. The significant increase in their income level is possible when exposed to maximum number of training programmes on livestock farming activities and also continuous effort made by the trainers of KVKs of ANGRAU, SVVU and Dr.YSRHU. Surely, after the training programme, farmers will disseminate the technologies to other farmers at village level and solve the problems very efficiently.

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**Table 1: Personal and Socio-economic characteristics of trained livestock farmers**

S.No	Parameter	ANGRAU KVK (n=30)	SVVU KVK (n=30)	Dr.YSRHU KVK (n=30)	TOTAL (n=90)
1.	<b>Age</b>				
	Young (below 35 years)	03 (10.00)	01 (03.33)	00 (00.00)	04 (04.44)
2.	Middle (35-50 years)	23 (76.67)	19 (63.34)	22 (73.33)	64 (71.11)
	Old (above 50 years)	04 (13.33)	10 (33.33)	08 (26.67)	22 (24.45)
3.	<b>Gender</b>				
	Male	14 (46.67)	30 (100.00)	29 (96.687)	73 (81.11)
	Female	16 (53.33)	00 (00.00)	01 (03.33)	17 (18.89)
	<b>Socio-Economic status</b>				
	<b>1. Social status</b>				
	Open category (OC)	15 (50.00)	14 (46.67)	11 (36.67)	40 (44.45)
	Backward Caste (BC)	08 (26.67)	06 (20.00)	16 (53.33)	30 (33.33)
	Scheduled Caste (SC)	05 (16.67)	09 (30.00)	03 (10.00)	17 (18.89)
	Scheduled Tribe (ST)	02 (06.66)	01 (03.33)	00 (00.00)	03 (03.33)
	<b>2. Education</b>				
	Illiterates	08 (26.67)	08 (26.67)	08 (26.67)	24 (74.44)
	Can read only	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)
	Can read & write	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)
	Primary School	03 (10.00)	07 (23.33)	06 (20.00)	16 (17.78)
	Middle School	06 (20.00)	02 (06.67)	05 (16.67)	13 (14.44)
	High School	08 (26.67)	10 (33.33)	10 (33.33)	28 (31.11)
	Intermediate	02 (06.66)	01 (03.33)	01 (03.33)	04 (04.44)

Graduate & above	03 (10.00)	02 (06.67)	00 (00.00)	05 (05.56)
<b>3. Family Size</b>				
Small (1-3)	07 (23.33)	04 (26.67)	06 (20.00)	17 (18.89)
Medium (4-6)	20 (66.67)	24 (80.00)	23 (76.67)	67 (74.45)
Large (7-9)	02 (08.28)	01 (03.33)	01 (03.33)	04 (04.44)
Very Large (>9)	01 (00.64)	01 (03.33)	00 (00.00)	02 (02.22)
<b>4. Family type</b>				
Joint family	14 (46.67)	13 (43.33)	07 (23.33)	34 (37.78)
Nuclear Type	16 (53.33)	17 (56.67)	23 (76.67)	56 (62.22)
<b>5. Occupation</b>				
<b>Agriculture</b>				
Main	22 (73.33)	18 (60.00)	15 (50.00)	55 (61.11)
Subsidiary	04 (13.33)	03 (10.00)	08 (26.67)	15 (16.67)
<b>Dairy farming</b>				
Main	06 (20.00)	04 (13.33)	01 (03.33)	11 (12.22)
Subsidiary	18 (60.00)	20 (66.67)	14 (46.67)	52 (57.78)
<b>Sheep &amp; Goat farming</b>				
Main	02 (06.67)	04 (13.33)	06 (20.00)	12 (13.33)
Subsidiary	03 (10.00)	00 (00.00)	01 (03.33)	04 (04.44)
<b>Fisheries</b>				
Main	00 (00.00)	04 (13.34)	08 (26.67)	12 (13.33)
Subsidiary	00 (00.00)	03 (10.00)	00 (00.00)	03 (03.33)
<b>Agriculture labour</b>				
Main	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)
Subsidiary	05 (16.67)	04 (13.34)	07 (23.33)	16 (17.78)
<b>6. Land holding</b>				
Land less (0 acres)	03 (10.00)	09 (30.00)	07 (23.33)	19 (21.11)
Marginal farmers (0-2.5 acres)	06 (20.00)	10 (33.33)	09 (30.00)	25 (27.78)
Small farmers	17	10	11	38

(2.5-5 acres)	(56.67)	(33.33)	(36.67)	(42.22)
Large farmers (> 5 acres)	04 (13.33)	01 (03.34)	03 (10.00)	08 (08.89)
<b>7. Experience in livestock farming</b>				
Low (below 12 years)	06 (20.00)	03 (10.00)	04 (13.33)	13 (14.45)
Medium (bet 12 to 32 years)	22 (73.33)	22 (53.33)	22 (73.34)	66 (73.33)
High (above 32 years)	02 (06.67)	05 (16.67)	04 (13.33)	11 (12.22)
<b>8. Income</b>				
Low (50000-150000)	24 (80.00)	26 (86.67)	20 (66.66)	70 (77.78)
Medium (150000-300000)	06 (20.00)	04 (13.33)	02 (06.67)	12 (13.33)
High (300000-500000)	00 (00.00)	00 (00.00)	08 (26.67)	08 (08.89)

**Table 2: Psychological characteristics of trained livestock farmers**

S.No	Parameter	ANGRAU KVK (n=30)	SVVU KVK (n=30)	Dr.YSRHU KVK (n=30)	TOTAL (n=90)	Mean	Standard deviation
<b>1.</b>	<b>Social participation</b>						
	Yes	18 (60.00)	22 (73.33)	15 (50.00)	55 (61.11)		
	No	12 (40.00)	08 (26.67)	15 (50.00)	35 (38.89)		
<b>2.</b>	<b>Information seeking behaviour</b>						
	Low (below 07)	03 (10.00)	10 (33.33)	07 (23.33)	20 (22.22)	10.72	03.72
	Medium (between 07 to 15)	18 (60.00)	15 (50.00)	20 (66.67)	53 (58.89)		
High (above 15)	09 (30.00)	05 (16.67)	03 (10.00)	17 (18.89)			
<b>3.</b>	<b>Economic orientation</b>						
	Low (below 13)	07 (23.33)	10 (33.33)	07 (23.33)	24 (26.67)	15.44	02.427
	Medium (between 13 to 17)	14 (46.67)	12 (40.00)	12 (40.00)	38 (42.22)		
High (above 17)	09 (30.00)	08 (26.67)	11 (36.67)	28 (31.11)			
<b>4.</b>	<b>Scientific orientation</b>						
	Low (below 13)	07 (23.33)	11 (36.67)	07 (23.33)	25 (27.78)	15.33	02.402
Medium	09	10	10	29			



<b>5.</b>	(between 13 to 17)	(30.00)	(33.33)	(33.33)	(32.22)	20.45	03.4
	High	14	09	13	36		
	(above 17)	(46.67)	(30.00)	(43.34)	(40.00)		
	<b>Achievement motivation</b>						
	Low	07	11	07	25		
	(below 17)	(23.33)	(36.67)	(23.33)	(27.78)		
	Medium	09	11	11	31		
	(between 17 to 23)	(30.00)	(36.67)	(36.67)	(34.44)		
High	14	08	12	34			
( above 23 )	(46.67)	(26.66)	(40.00)	(37.78)			