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MEASURING THE IMPACT OF KRISHI VIGYAN KENDRA ON INCOME GENERATION OF RURAL YOUTH

Krishna Kumar Rana*, Rashmi Shukla, Richa Singh*** and S.R.K.Singh******

*BTM, ATMA, Madhya Pradesh, **SMS, KVK, Jabalpur, JNKVV,***PA,KVK,Jabalpur

***Principal Scientist, ATARI, zone VII, ICAR, Jabalpur

Corresponding Author Email : hricha80@gmail.com

ABSTRACT

The term "Youth" refers to people who are aged between 15 and 24 years, and according to World Bank. The term "youth" in general refers to those who are between the ages of 15-25. Krishi Vigyan Kendra (KVK) is an innovative science based institution which conduct on farm testing for technology assessment and refinement, undertakes vocational training of farmers farm women and rural youths and front-line demonstrations to demonstrate the latest technologies to the farmers as well as extension workers in India. The study conducted in shahdol district of Madhya Pradesh state to measure the impact of Krishi Vigyan Kendra (KVK) on income generation of rural youth. The study was conducted with 120 respondents randomly selected in six villages of shahdol district. The findings revealed that, rural youth were of middle age, education status, illiterate, belongs to OBC, medium social participation, small land holding, low annual income, low mass media exposure, low extension contact, low infrastructural facilities, 3 to 4 trainings attended, medium risk orientation, low economic motivation and medium innovative proneness. The income generation of rural youth was medium.

Keywords: Vocational Training Programme, Rural youth, Krishi Vigyan Kendra, Income generation

Introduction

The KVK (Farm Science Center) has excelled in bringing the modern technologies packages at the farmers doorstep with the help of various instructional units, which serves the rural people as an innovative institution. In view of the above fact vocational training has been marked as one of the most important mandate of Krishi Vigyan Kendra, It was also called as a "First-line transfer of technology of extension System" in the country. KVK's function in collaboration with scientists, subject matter experts, extension workers and farmers (Rajan et al, 2015).

Rural youth account for 55 percent of the world youth population. In India, rural youth constitute over two-and-half times of the size of urban youth. They form a vital human resource. Rural youth therefore should be brought into the mainstream of the rural development process in

general & agriculture in particular. Rural youth have significant contributions to the local and national economy by being participated in Income generating activities (IGA's) such as vegetable production, nursery establishment, crop production, mushroom cultivation, bee keeping, livestock, goatry and poultry rising, cottage industry and small business etc. Unfortunately, the rural youth community is almost unknown to modern agricultural technology and has been left out from the main stream of economic development (Mondal, 2006).

There are 641 Krishi Vigyan Kendra in India and 8 Zonal Project Directorate working under administrative control of Indian Council of Agriculture Research. In Madhya Pradesh state 47 KVK's are functioning under zone VII ZPD. These KVK's are primarily focused on dissemination of location specific technologies access to information for upliftment and empowerment of rural community. An effective extension programme might be a tool in order for carrying out IGAs to train and educate its client system. Agricultural extension services, NGOs' and other development agencies, therefore, need to develop a suitable mechanism for imparting knowledge and skills to the rural youth on various aspects of IGAs. Through effective training, rural youth are more likely to acquire up-to-date knowledge on IGAs and refresh their existing knowledge. As a result, rural youth will favourably be disposed towards adoption of various agricultural and non-agricultural IGAs. (Rokonuzzaman M, 2013). Therefore, keeping the above facts in mind, the present study is entitled as "**Measuring the Impact of Krishi Vigyan Kendra on income generation of rural youth."**

METHODOLOGY

The study was entirely concerned with training conducted by Krishi Vigyan Kendra, Shahdol during the year 2007-08 to 2009-10 for rural youths. During these years' six villages namely: Bhamraha, Sinduri, Kathautiya, Kotama, Silpari & Kalyanpur, have been adopted by the KVK, Shahdol. A list of the rural youth was prepared from each village who had attended minimum three or more number of training courses during these years from KVK, Shahdhol. The village wise list of rural youth trainees was prepared with the help of KVK, Shahdhol. From each village the 20 trained rural youth who had attended the vocational training programme were selected randomly by using equal proportionate random sampling method. Thus the total sample was consisted of 120 trained rural youths.

The following statistic was used to measure the impact of KVK on income generation of rural youths regarding selected technologies given by KVKs.

Chi-Square: Test to determine whether two attributes are independent by comparison of observed frequencies related to expected frequencies.

Formula: $X^2 = \sum \frac{(Oi - Ei)^2}{Ei}$ with d.f. = (r-1) (c - 1)

Table: 1 Distribution of the respondents according to their socio economic and psychological characteristics

S.N.	Attributes	Categories	Respondents N = 120	
			Frequency	Percentage
1	Age	Up to 24	33	27.50
		25 - 30	58	48.33
		Above 30	29	24.17
2.	Education	Illiterate	41	34.17
		Up to primary	31	25.83
		Up to Middle	26	21.67
		High School & above	22	18.33
3.	Cast	Schedule caste	24	20.00
		Schedule tribe	31	25.83
		OBC	39	39.50
		General	26	21.67
4.	Social Participation	Low	42	35.00
		Medium	47	39.17
		High	31	25.83
5	Land holding	Small	56	46.67
		Medium	37	30.83
		Large	27	22.50
6.	Annual income	Low	52	43.33
		Medium	39	33.50
		High	29	24.17
7.	Mass media exposure	Low	48	40.00
		Medium	43	35.83
		High	29	24.17
8.	Level of Extension contact	Low	53	41.17
		Medium	41	34.17
		High	26	21.67
9.	Level of infrastructural facilities	Low	55	45.83
		Medium	37	30.83
		High	28	23.33

10.	Number of trainings attended	Up to 2	41	34.17
		3 - 4	52	43.33
		Above 4	27	22.50
11.	Level of risk orientation	Low	42	35.00
		Medium	52	43.33
		High	27	22.50
12.	Level of economic motivation	Low	54	45.00
		Medium	37	30.83
		High	29	24.16
13.	Level of innovation proneness	Low	43	35.83
		Medium	50	41.67
		High	27	22.50

Table 1 shows that most of the rural youth trainees i.e. 48.33 percent were from 25-30 years age group, 34.17 percent were illiterate, 39.50 percent belonged to OBC category, 39.17 percent had medium social participation category, 46.67 percent had small size of land holding, 43.33 percent had low annual income, 40.00 percent had low mass media exposure, 41.17 percent had low extension contact,45.83 percent had low infrastructural facility, 43.33 percent had medium number of training attended, 43.33 percent had medium risk orientation, 45.00 percent had low economic motivation, 41.67 percent had medium innovation proneness.

Table 2: Distribution of respondents according to Income generation

S. No	Categories	No. of respondents	Percentage
1	Low	38	31.67
2	Medium	54	45.00
3	High	28	23.33
	Total	**120**	**100**

The data in the table 2 indicates that out of the total respondents highest percentage i.e, 45.00 percent was found in medium category, whereas 31.67 per cent in low and 23.33 per cent in high income generation category. Thus it can be concluded that the highest percentage of respondents had medium level of income generation.

Table 3: Associationbetween socio-economic and psychological characteristics with income generation of the rural youth

S. No.	Characteristics	Income generation
		χ^2 Value
1.	Age	5.27 ^{NS}
2.	Education	11.19 *
3.	Caste	0.34 ^{NS}
4.	Social participation	5.81 ^{NS}
5.	Size of land holding	15.44 *
6.	Annual income	12.51 *
7.	Mass media exposure	14.85 *
8.	Extension contact	16.95 *
9.	Infrastructural facilities	17.14 *
10.	No. of training attended	13.52 *
11.	Risk Orientation	15.30 *
12.	Economic Motivation	18.89 *
13.	Innovation proneness	18.83 *

*** Significant at 5% level of significance with 4 d.f**

The data in the table 3 shows that, age, caste, and social participation of rural youth have no significant association with income generation activities and remaining attributes viz, education, size of land holding, annual income, mass media exposure, extension contact, infrastructural facilities, number of training attended, risk orientation, economic motivation and innovation proneness found to be significantly associated with income generation activities of rural youths.

CONCLUSION:

Regarding income generation of rural youth highest percentage 45.00 percent of rural youth had medium income generation followed by low 31.67 per cent and

23.33 per cent in high.

Association between independent variables with their income generation, revealed that education level, land holding, annual income, mass media exposure, extension contact, infrastructural facilities, no. of training attended, risk orientation, economic motivation and innovative proneness of respondents have significant positive association with the income generation. But age, Caste and social participation have no significant association with the income generation. (Choudhary, 2011) and (Shrivastava et al, 2012).

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