

OPINIONS OF FARMERS OF KHEDA DISTRICT ABOUT KRISHIMELA

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ABSTRACT

The study was carried out at Agricultural Research Station, Sansoli comes under the jurisdiction of Anand Agricultural University, Anand to draw out the opinions of farmers of Kheda district about Krishimela and the results indicated that majority of the farmers participated in Krishimela were in middle aged group (43.33 per cent), had primary to secondary level education (76.67 per cent), belonged to nuclear family (55.00 per cent), had marginal to small size of land holdings (93.33 per cent), medium to low extension contact (83.33 per cent) as well as low to medium mass media exposure (68.34 per cent). The reasons for their participation in Krishimela were they considered Krishimela is an opportunity to gain knowledge about recent technology (91.66 per cent), to see the demonstration units (87.66 per cent), to interact with scientists (83.33 per cent), to see latest agriculture machineries and implements (81.66 per cent) and to update knowledge regarding animal husbandry practices (53.33 per cent). The suggestions offered by respondents were Krishimela should be arranged prior to crop season (80.00 per cent), experienced guides shall be provided for each group (75.00 per cent), wide publicity should be given in mass media (60.00 per cent) and increase the duration (53.33 per cent).

KEY WORDS: Farmers, Krishimela, opinions, respondents,

INTRODUCTION

Krishimela (Agrarian Fair) is an important mass contact method of extension teaching for farmers to gaining momentum over the years. It envisages a large scale display of improved agricultural technologies and farm inputs for the benefit of farmers (Manjula and Sheikh, 2010). It is an integrated extension approach consisting of individual, group as well as mass contact methods with appropriate audio visual aids. It is powerful in changing the behaviour of farmers, farm women and youth in terms of knowledge, skill, attitude and symbolic adoption. It is held in district towns where input supply companies, banks, co-operatives, NGOs and government departments display their ware to transfer the technologies to the intended clientele

by spending crores of rupees (Shah *et al.*, 2013). The purpose of organizing *Krishimela* by Department of Agriculture and State Agricultural Universities is to provide first hand information to farmers about the availability of technology useful to them and also to inform them about the ongoing research activities on various problems of farming. Farmers of all talukas are invited to participate in it. Since “seeing is believing” farmers are actually shown, all the latest technologies which are available for them in the field of agriculture and allied sectors. At present there has been increasing demand for organizing such *Krishimelas* at different levels. Hence, it is appropriate to study the perception and opinion of the participants and their suggestions for further improvement in future. The findings on

these aspects would act as guidelines to identify the strength and weakness of the programme and also to help in tapping the area that needs toning up, with this background the present study was conducted to study the socio-personal characteristics of farmers participated in *Krishimela*, to cull out the reasons for participation in *Krishimela*, and to document the suggestions offered by farmers to improve the conduct of *Krishimela* in future.

METHODOLOGY

The present study was conducted at Agricultural Research Station (ARS), Anand Agricultural University, Sansoli on 22nd February 2017, where *Krishimela* was conducted. Sixty respondents from *Krishimela* were randomly contacted with the help of structured schedule for eliciting the information by personal interview method. The data were analyzed with the help of frequency and percentage.

RESULTS AND DISCUSSION

The findings of the present study as well as relevant discussion have been summarized under following heads:

Socio-personal characteristics of farmers

The socio-personal characteristics of farmer's presents in Table 1 revealed that, majority of the farmers (43.33 per cent) participated in *Krishimela* were in middle aged group, had primary to secondary level education (76.67 per cent) and belonged to nuclear family (55.00 per cent), while overwhelming majority (93.33 per cent) of respondents had marginal to small size of land holdings. Vast majority (83.33 per cent) of respondents had medium to low extension contact, whereas majority (68.34 per cent) from them had low to medium mass media exposure.

Reasons for participation in Krishimela

The reasons for participation in *Krishimela* are presented in Table 2 revealed that, majority of farmers participated in *Krishimela* because they were considering *Krishimela* is an opportunity to gain knowledge about recent technology (91.66 per cent), to see

the demonstration units (87.66 per cent), to interact with scientists (83.33 per cent), to see latest agriculture machineries and implements (81.66 per cent), to update knowledge regarding animal husbandry practices (53.33 per cent), to gain more knowledge about use of fodder crops (51.66 per cent) and very few from them (11.66 per cent) were considered *Krishimela* as a jolly trip.

Suggestions offered by farmers

The suggestions offered by the respondents with respect of conducting of *Krishimela* are presented in Table 3. The results revealed that *Krishimela* should be arranged prior to crop season (80.00 per cent), experienced guides shall be provided for each group (75.00 per cent), wide publicity should be given in mass media (60.00 per cent), increase the duration (53.33 per cent), proper direction at entrance (50.00 per cent) and arrange taluka level *Krishimela* (33.33 per cent). This finding is in line with Manjula *et al.* (2002).

CONCLUSION

In nutshell, it can be concluded that majority of the farmers participated in *Krishimela* were in middle aged group, had primary to secondary level education, belonged to nuclear family, had marginal to small size of land holdings, medium to low extension contact as well as low to medium mass media exposure, while reasons for their participation in *Krishimela* were they were considering *Krishimela* is an opportunity to gain knowledge about recent technology, to see the demonstration units, to interact with scientists, to see latest agriculture machineries and implements and to update knowledge regarding animal husbandry practices. The suggestions offered by respondents that *Krishimela* should be arranged prior to crop season, experienced guides shall be provided for each group, wide publicity should be given in mass media and increase the duration.

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Table 1: Socio-personal characteristics of respondents

Sr. No.	Characteristics	N=60	
		Frequency	Percent age
1	Age (Years)		
	i. Young Age (up to 30 years)	18	30.00
	ii. Middle Age (31 to 50 years)	26	43.33
	iii. Old Age (Above 50 years)	16	26.67
2	Education		
	i. Primary Education (up to 7 th Standard)	27	45.00
	ii. Secondary Education (8 th to 10 th Standard)	19	31.67
	iii. Higher Secondary Education (11 th & 12 th Standard)	11	18.33
	iv. Graduation	03	05.00
3	Type of family		
	i. Joint Family	27	45.00
	ii. Nuclear Family	33	55.00
4	Land holding		
	i. Marginal Farmer (Up to 1 hectare)	29	48.33
	ii. Small Farmer (1.1 to 2 hectare)	27	45.00
	iii. Big Farmer (Above 2 hectare)	04	06.67
5	Extension contact		
	i. Very Low (0 to 2.4 Score)	04	06.67
	ii. Low (2.5 to 4.8 Score)	12	20.00
	iii. Medium (4.9 to 7.2 Score)	38	63.33
	iv. High (7.3 to 9.6 Score)	06	10.00
	v. Very High (9.7 to 12 Score)	00	00.00
6	Mass media exposure		
	vi. Very Low (0 to 2 Score)	00	00.00
	vii. Low (2.1 to 4 Score)	13	21.67
	viii. Medium (4.1 to 6 Score)	28	46.67
	ix. High (6.1 to 8 Score)	16	26.67
	x. Very High (8.1 to 10 Score)	03	05.00

Table 2: Reasons for participation in krishimela

Sr. No.	Reasons	N=60	
		Frequency	Percentage
1	It is an opportunity to gain knowledge about recent technology	55	91.66
2	To see the demonstration units	52	87.66
3	To interact with scientists	50	83.33
4	To see the latest agriculture machineries and implements	49	81.66
5	To update knowledge regarding animal husbandry practices	32	53.33
6	To gain more knowledge about use of fodder crops	31	51.66
7	As a jolly trip	07	11.66

Table 3: Suggestions offered by the farmers

Sr. No.	Suggestions	N=60	
		Frequency	Percentage
1	Should be arranged prior to crop season	48	80.00
2	Experienced guides shall be provided for each group	45	75.00
3	Arrange panel discussion involving experienced farmers	36	60.00
4	Wide publicity should be given in mass media	35	58.33
5	Increase the duration	32	53.33
6	Proper direction at entrance	30	50.00
7	Arrange taluka level Krishimela	20	33.33

[MS received : May 27, 2017]

[MS accepted : June 09, 2017]