



RELATIONSHIP BETWEEN CHARACTERISTICS OF THE FARMERS WITH EXTENT OF KNOWLEDGE GAINED AS A RESULT OF PARTICIPATING IN KRUSHI MAHOTSAV

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Abstract- Transfer of scientific technologies from research station to farmers' fields plays the vital role for rural development and rural upliftment. Transfer of technology takes place through Central Government, State Government and various NGOs to some little extent. Due to wide geographic area, illiteracy, lack of skilled government officers and many other reasons people cannot aware about scientific technologies. Implementations of these programmes in rural area are essential for improving standard of living of rural community. The government of Gujarat organizes Krushi Mahotsav every year before monsoon. Krushi Mahotsav is a unique and combine approach of transfer of technology in the whole rural area. There are 18000 villages in Gujarat and *Krushi Rath* equipped with scientific technology through posters, panels, TV moves in every village. The scientists of agricultural universities are appointed to deliver latest technical know-how. It was started in 2005, it is a festival especially designed for the benefits of farming community and the duration of the festival is of one month, eight Krushi Mahotsav have been completed till study. There was need of deeper probe into the resultant effect of Krushi Mahotsav. The present study to find out relationship between selected characteristics of the farmers with extent of knowledge gained as a result of participating in Krushi Mahotsav. Four districts of Gujarat state Banaskantha, Mahesana, Sabarkantha and Kachchh were randomly selected for this study. From each selected district, two talukas and from each taluka three villages were selected randomly for the study. A list of villagers/farmers who had attended all the three Krushi Mahotsav (2006, 2007 and 2008) was made available from government authority. Later on ten farmers from each village were randomly selected which consisted a sample size of 240 respondents.

There are fifteen variable used for the study, out of them 14 variables namely education, social participation, size of land holding, occupation, annual income, market orientation, credit orientation, risk-preference, economic motivation, innovative proneness, rationality in decision making, attitude towards Krushi Mahotsav, extension participation and source of information were positively and significantly correlated with extent of knowledge gained through Krushi Mahotsav. Whereas, age was negatively and significant correlation with extent of knowledge gained through Krushi Mahotsav. It can be concluded that 57.90 per cent total variation in knowledge gained through participating in Krushi Mahotsav was explained by a set of 15 independent variables together. Further, out of 15 variables, four variables viz., attitude towards Krushi Mahotsav, age, innovative proneness and extension participation had significant contribution in knowledge gained through participating in Krushi Mahotsav.

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Keywords- Krushi Mahotsav, Correlation analysis, Multiple Regression analysis

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Introduction

The government of Gujarat organizes Krushi Mahotsav every year before monsoon. Krushi Mahotsav is a unique and combine approach of transfer of technology in the whole rural area. There are 18000 villages in Gujarat and *Krushi Rath* equipped with scientific technology through posters, panels, TV moves in every village. The scientists of agricultural universities are appointed to deliver latest technical know-how. It was started in 2005, it is a festival especially designed for the benefits of farming community and the duration of the festival is of one month, eight Krushi Mahotsav have been completed till study.

Materials and Methods

Methodology

There was need of deeper probe into the resultant effect of Krushi Mahotsav. The present study to find out relationship between selected characteristics of the farmers with extent of knowledge gained as a result of participating in Krushi

Mahotsav. Four districts of Gujarat state Banaskantha, Mehsana, Sabarkantha and Kachchh were randomly selected for this study. From each selected district, two talukas and from each taluka three villages were selected randomly for the study. A list of villagers/farmers who had attended all the three Krushi Mahotsav (2006, 2007 and 2008) was made available from government authority. Later on ten farmers from each village were randomly selected which consisted a sample size of 240 respondents.

Correlation analysis

To ascertain the relationship between independent and dependent variables, the co-efficient of correlation was worked out. The knowledge gained through Krushi Mahotsav and fifteen independent variables

Multiple regression analysis

Pearson's correlation analysis merely portrays of relation between any two variables. This procedure does not capture the interaction effect among variables.

One variable is associated with or simultaneously depend on several others. Knowledge gained through participating in Krushi Mahotsav postulated as a linear function of personal, social, economic, psychological and communicational variables. It is not influenced solely by any of these factors taken in isolation but as a part of complex and interacting system. Based on this approach, the multiple regression analysis using linear model was carried out to know the combined effect of the independent variables in explaining the total variation in the dependent variable.

Result and Discussion

Correlation analysis

There are fifteen variable used for the study, out of them 14 variables namely education, social participation, size of land holding, occupation, annual income, market orientation, credit orientation, risk-preference, economic motivation, innovative proneness, rationality in decision making, attitude towards Krushi

Mahotsav, extension participation and source of information were positively and significantly correlated with extent of knowledge gained through Krushi Mahotsav. Whereas, age was negatively and significant correlation with extent of knowledge gained through Krushi Mahotsav.

Multiple Regression analysis

In regression analysis, all the 15 independent variables were fitted to explain the knowledge gained through participating in Krushi Mahotsav about latest scientific technology. The results are presented in [Table-2].

All the independent variables mentioned in [Table-2] explained as much as 57.90 per cent total variation in the knowledge gained through participating in Krushi Mahotsav. The unexplained variation 42.10 per cent might be due to the factors not included in the study.

Table-1 Relationship of selected independent variables with extent of knowledge gained through participating in Krushi Mahotsav (n = 240)

Sr. No.		Independent variables		Correlation coefficient (r)
[I]		PERSONAL VARIABLES :		
	1.	Age	(X ₁)	-0.510**
	2.	Education	(X ₂)	0.428**
[II]		social VARIABLES :		
	1.	Social participation	(X ₃)	0.259**
[III]		ECONOMIC VARIABLES :		
	1.	Size of land holding	(X ₄)	0.2300**
	2.	Occupation	(X ₅)	0.7310**
	3.	Annual income	(X ₆)	0.1880**
	4.	Market orientation	(X ₇)	0.6230**
	5.	Credit orientation	(X ₈)	0.3530**
[IV]		PSYCHOLOGICAL VARIABLES :		
	1.	Risk-preference	(X ₉)	0.3670**
	2.	Economic motivation	(X ₁₀)	0.3980**
	3.	Innovativeness	(X ₁₁)	0.5520**
	4.	Rationality in decision making	(X ₁₂)	0.4770**
	5.	Attitude toward Krushi Mahotsav	(X ₁₃)	0.6900**
[V]		COMMUNICATIONAL VARIABLES :		
	1.	Extension participation	(X ₁₄)	0.4960**
	2.	Source of information	(X ₁₅)	0.4460**

NS = Non-Significant;

* Significant at 0.05 per cent level of significance;

** Significant at 0.01 per cent level of significance.

It can also be revealed that the 't' value of attitude towards Krushi Mahotsav was found to be significant at 0.01 level of significance. Whereas, 't' value of age, innovative proneness, attitude towards Krushi Mahotsav and extension participation were found to be significant at 0.05 level of significance, indicating that significant contribution of those four variables towards the knowledge gained through participating in Krushi Mahotsav. Remaining variables have failed to contribute significantly in knowledge gained.

It can be concluded that 57.90 per cent total variation in knowledge gained through participating in Krushi Mahotsav was explained by a set of 15 independent variables together. Further, out of 15 variables, four variables viz., attitude towards Krushi Mahotsav, age, innovative proneness and extension participation had significant contribution in knowledge gained through participating in Krushi Mahotsav. This study provided evidence about the overwhelmingly important role of four significant variables played in knowledge gained.

It can be concluded that 57.90 per cent total variation in knowledge gained through participating in Krushi Mahotsav was explained by a set of 15 independent variables together. Further, out of 15 variables, four variables viz., attitude towards Krushi Mahotsav, age, innovative proneness and extension participation had significant contribution in knowledge gained through participating in Krushi Mahotsav.

Conclusion

There are fifteen variable used for the study, out of them only age was negatively and significant correlation with extent of knowledge gained through Krushi Mahotsav whereas, other 14 variables were positively and significantly correlated with extent of knowledge gained through Krushi Mahotsav.

It can be concluded that 57.90 per cent total variation in knowledge gained through participating in Krushi Mahotsav was explained by a set of 15

Table-2 Multiple regression analysis of selected independent variables with extent of knowledge gained of beneficiary farmers through participating in Krushi Mahotsav (n = 240)

Sr. No.	Variables	Regression Co-efficient (b)	S.E. of (b)	't' value
[I] PERSONAL VARIABLES :				
1.	Age	-0.235	0.97	2.437*
2.	Education	1.814	1.512	0.075
[II] SOCIAL VARIABLES :				
3.	Social participation	-2.319	2.064	1.124
[III] ECONOMIC VARIABLES :				
1.	Size of land holding	0.315	0.764	0.4120
2.	Occupation	-0.770	1.886	0.4080
3.	Annual income	-1.730	0.021	0.8090
4.	Market orientation	1.037	0.354	0.2928
5.	Credit orientation	0.136	0.451	0.3030
[IV] PSYCHOLOGICAL VARIABLES :				
1.	Risk-preference	-0.128	0.546	0.2340
2.	Economic motivation	-0.117	0.573	0.2030
3.	Innovative proneness	1.305	0.576	2.2660*
4.	Rationality in decision making	1.455	0.471	0.0310
5.	Attitude toward Krushi Mahotsav	0.828	0.203	4.0780**
[V] COMMUNICATIONAL VARIABLES :				
1.	Extension participation	0.372	0.166	2.2420*
2.	Source of information	-0.236	0.909	0.2600

* Significant at 0.05 per cent level of probability.

** Significant at 0.01 per cent level of probability.

Multiple R = 0.7610 R² = 0.5790

independent variables together. Further, out of 15 variables, four variables viz., attitude towards Krushi Mahotsav, age, innovative proneness and extension participation had significant contribution in knowledge gained through participating in Krushi Mahotsav.

Conflict of Interest: None declared

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