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Impact assessment of Krishi Vigyan Kendra, Nellore on income generation of rural youth through training programs

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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 Nellore district of Andhra 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 Nellore 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. The income generation of rural youth was medium.

Keywords: Training programme, rural youth, Krishi Vigyan Kendra, income generation, ARYA

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 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) [3]. 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 ingeneral & 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) [2].

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) [4]. 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."

Material and Methods

The study was entirely concerned with training conducted by Krishi Vigyan Kendra, Nellore during the year 2015-16 to 2016-17 for rural youths as a part of ARYA scheme. During these years six villages namely, Chavatapalem, Srirampuram, Kasumuru, Purandharipuram,

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Reddipalem and Chembedu have been adopted by the KVK, Nellore. 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, Nellore. From each village the 20 trained rural youth who had attended the 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.

Results and Discussion

Table 1: Distribution of the respondents according to their socio economic and psychological characteristics n=120

| S.N. | Attributes | Categories | Respondents N = 120 | |
|------|----------------------|---------------------|---------------------|------------|
| | | | Frequency | Percentage |
| 1 | Age | Up to 24 | 34 | 28.33 |
| | | 25 - 30 | 57 | 47.50 |
| | | Above 30 | 29 | 24.17 |
| 2. | Education | Illiterate | 40 | 33.33 |
| | | Up to primary | 32 | 26.67 |
| | | Up to Middle | 26 | 21.67 |
| | | High School & above | 22 | 18.33 |
| 3. | Caste | Schedule caste | 23 | 19.17 |
| | | Schedule tribe | 32 | 26.67 |
| | | OBC | 38 | 31.67 |
| | | General | 27 | 22.50 |
| 4. | Social Participation | Low | 43 | 35.83 |
| | | Medium | 46 | 38.33 |
| | | High | 31 | 25.83 |
| 5 | Land holding | Small | 58 | 48.33 |
| | | Medium | 35 | 29.17 |
| | | Large | 27 | 22.50 |
| 6. | Annual income | Low | 51 | 42.50 |
| | | Medium | 40 | 33.33 |
| | | High | 29 | 24.17 |
| 7. | Mass media exposure | Low | 46 | 38.33 |
| | | Medium | 45 | 37.50 |
| | | High | 29 | 24.17 |

Table 1 shows that most of the rural youth trainees i.e. 47.50 percent were from 25-30 years age group, 33.33 percent were illiterate, 31.67 percent belonged to OBC category, 38.33 percent had medium social participation category, 48.33 percent had small size of land holding, 42.50 percent had low annual income, 38.33 percent had low mass media exposure respectively.

Table 2: Distribution of respondents according to Income generation

| S. No | Categories | No. of respondents | Percentage |
|-------|------------|--------------------|------------|
| 1 | Low | 37 | 30.83 |
| 2 | Medium | 55 | 45.84 |
| 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. 45.84 percent was found in medium category, whereas 30.83 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.

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, found to be significantly associated with income generation activities of rural youths. (Choudhary, 2011)^[1] and (Shrivastava *et al.*, 2012)^[5].

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

| S. No. | Characteristics | Income generation |
|--------|----------------------|-------------------|
| | | Chi Square 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 * |

Conclusions

Regarding income generation of rural youth highest percentage 45.84 percent of rural youth had medium income generation followed by low 30.83 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, have significant positive association with the income generation. But age, Caste and social participation have no significant association with the income generation.

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