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To Measure the Awareness level about function of Krishi Vigyan Kendra among STs, SCs & OBCs Soybean Growers in Sehore District of Madhya Pradesh

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ABSTRACT
This study was conducted in Sehore and Icchawar blocks of Sehore district of Madhya Pradesh to measure the awareness level about function of Krishi Vigyan Kendra among STs, SCs & OBCs Soybean Growers in Sehore district of Madhya Pradesh. The study was entirely concerned with innovative activities conducted by Krishi Vigyan Kendra, Sehore. Through probability to proportion sampling methods a total of 200 soybean growers were selected from Sehore & Icchawar block of Sehore district for the study, in which 100 soybean growers were trained and 100 soybean growers were untrained. The data reveals that (65%) of trained soybean growers had medium awareness level about function of KVK, while untrained soybean growers (60%) had low awareness level about function of KVK.
Keywords: *Soybean, Krishi Vigyan Kendra, Awareness level.*

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INTRODUCTION

Soybean (*Glycin max* L.) is the major oilseed crop in the world accounting for nearly 50 per cent of the total oilseeds area as well as production. It is classified as an oilseed rather than a pulse crop due to its high oil content and its more popular use as a source of vegetable oil and industrial applications such as biodiesel. It has been grown in China for over 5,000 years. It provides approximately 60 per cent of vegetable proteins and 30 per cent of oil in the world. Soybean ranks third in vegetable oil economy after groundnut and rapeseed-mustard. Soybean contains about 42 per cent protein and 20 per cent oil. Madhya Pradesh is a major producer of soybean in India. It shares in total production about 70 to 73 per cent hence designated as "Soya state" but the productivity of soybean is low comparison to other state of India due to low level of awareness about function of KVK of soybean growers in Madhya Pradesh is one of the important region. At present four types of Agricultural Education or Extension System such as ICAR system, SAUs, Ministry of Agriculture and Private Agencies are running in India. Great emphasis on congruence among productivity, sustainability, profitability and equity for sustainable agricultural development which requires a system based approach, is laid for increasing the productivity. The yield gap between demonstrated yield and the actual yield achieved on the forms ranged 5 to 100 percent in many crops. This shows the ineffectiveness of the agricultural extension/ transfer of technology programmes [5]. Combining all the efforts we see that the transfer of technology is only around 40-45 percent in the society [3]**.** Large number of technologies evolved in the field of agriculture is not being accepted and adopted at its fullest extent by the soybean growers [8]**.** There is urgent need to enhance the good communication, training and extension system to make the soybean growers aware about latest innovations (Agricultural Technologies) related in the locale. With this approach the knowledge of the soybean growers can be improved [1]**.** Innovations in technology dissemination component of National Agriculture Technology Project, a world bank assisted project have established its existence and left an imprint in the study area [7]**.**

There are 690 Krishi Vigyan Kendra in India and 11 Zonal Project Directorate working under administrative control of Indian Council of Agriculture Research, New Delhi. In Madhya Pradesh states 47 KVK's are functioning under zone XI ATARI. These KVK's are primarily focused on dissemination of

location specific technologies access to information for upliftment and empowerment of rural community. Krishi Vigyan Kendra, Sehore is situated in the central part of Madhya Pradesh with longitude and latitude of 22°33"49' to 23°41"02' North and 76°26"55 to78°01"59' on East respectively. It is stands in the foothills of Vindhyachal range in the middle of Malwa region. KVK, Sehore was established by Centre for Rural Development & Environment, Bhopal in the year 1999 to cater the needs of the farming communities of Sehore district. The KVK is well equipped in terms of specialists, manpower and resources. Need based training programmmes are being conducted by the KVK in various disciplines such as agronomy, horticulture, soil science, women in agriculture, and others. The KVK, Sehore has adopted three village panchayat, panchayats Bafapur, Bichhia and Golukhedi during 2012 to 2014. There are 101 FLD`s, 284 OFT`s, 94 Trainings and 404 Extension programmes were conducted by Krishi Vigyan Kendra Sehore, in Reporting period – April 2016 to March 2017 on different thematic areas for creating awareness among soybean growers about improved technologies and to provide timely advisory. Therefore, keeping the above facts in mind, the present study is entitled as "To Measure the Awareness level about function of Krishi Vigyan Kendra of STs, SCs & OBSs Soybean Growers"

MATERIAL AND METHODS

The study was entirely concerned with innovative activities conducted by Krishi Vigyan Kendra, Sehore. Cumulative lists of village panchayats were prepared of STs, SCs & OBCs soybean growers who received training under KVK Sehore in Icchawar & Sehore blocks. The village panchayats having maximum number of trained soybean growers were selected from prepared list and five village panchayats in descending orders were selected from each selected block, thus a total of ten village panchayats were selected from both blocks, similarly five village panchayats were also selected from the each block that is uncovered under KVK training programme. Therefore, a total number of 20 village panchayats were selected to select soybean growers. The soybean growers are main source of information. In view of the objectives of study two types of soybean growers i.e. trained and untrained soybean growers were selected. A total 200 soybean growers in which 100 trained soybean growers and 100 untrained soybean growers were selected through probability proportion to size techniques from the selected village panchayats. A well-structured and pretested interview schedule was used for data collection through personal interview schedule with soybean growers. The statistics was used for study percentage, frequency, rank order, standard deviation and correlation coefficient.

RESULTS AND DISCUSSION

Awareness level about function of KVK of soybean growers

Table 1: Percentage distribution of soybean growers according to their awareness level about function of KVK of soybean growers

S.N.	Items	Trained Growers		Untrained Growers	
		Frequency	Percentage	Frequency	Percentage
1.	Low (score up to 3)	12	12	60	60
2.	Medium (score 4 to 6)	65	65	32	32
3.	High (score 7 & above)	23	23	08	08
Total		**100**	**100**	**100**	**100**

The data presented in Table 1 indicates that higher numbers of the trained soybean growers 65.00 per cent had medium awareness level about function of Krishi Vigyan Kendra followed by high 23.00 per cent and low 12.00 per cent, respectively. The results of this study are in same line of findings repeated by Tiwari, [9]. Whereas, in case of untrained soybean growers the majority of soybean growers 60.00 per cent had low awareness level about function of Krishi Vigyan Kendra followed by medium 32.00 per cent and high 08.00 per cent, respectively. The results of this study are in same line of findings repeated by Gudade *et al.*, [4] Thus, it can be concluded that in the study area, higher numbers of the trained soybean growers had high awareness level of about function of Krishi Vigyan Kendra due to the participation in training programmes & soybean growers field school conducted by KVK. The untrained soybean growers lacked this opportunity and hence, they showed lower awareness level about function of KVK.

Table 2. Relationship of socio-economic, psychological and communicational variables with level of awareness about function of KVK of soybean growers

S.N.	Characteristics	Trained Growers	Untrained Growers
		Correlation coefficient 'r'	Correlation coefficient 'r'
1.	Age	.781**	.771**
2.	Education	.757**	.338*
3.	Caste	.743**	.709**
4.	Type of Family	. 662**	.663**
5.	Size of Family	.681**	.308*
6.	Land Holding	.730**	.764**
7.	Farm Power	.625**	.109 NS
8.	Occupation	.761**	.317*
9.	Annual Income	.683**	.763**
10.	Social Participation	.651**	.620**
11.	Extension Contact	.781**	.110 NS
12.	Scientific Orientation	.755**.	.111 NS.
13.	Economic Motivation	.816**	132 NS
14.	Risk Orientation	.688**	.169 NS

*Significant at 0.05 level of probability; **Significant at 0.01 level of probability with 98 d.f, NS, Non-Significant

In case of trained soybean growers the Table 2 indicates that age, education, caste, type of family, size of family, land holding, farm power, occupation, annual income, social participation, extension contact, scientific orientation, economic motivation and risk orientation had positive & significant correlation at 0.01 level of probability with awareness level about function of KVK. The results of this study are in same line of findings repeated by Lekshmi *et al.*, [6]. Whereas, in case of untrained soybean growers the Table 2 indicates that farm power, extension contact, scientific orientation, economic motivation and risk orientation had found non-significant correlation with awareness level about function of KVK at 0.05 & 0.01 level of probability. Remaining variables viz, age, caste, type of family, land holding, annual income and social participation had significant correlation at 0.01 level of probability and education, size of family & occupation had significant correlation at 0.05 level of probability with awareness level about function of KVK**.** The results of this study are in same line of findings repeated by Dudi and Singh*,* [2].

CONCLUSION

Krishi Vigyan Kendra provides significant information through various medium of transfer of technology programmes and tools like, soybean growers fields schools, field demonstration, front line demonstration, vocational training, leaflets, folders, demonstrations etc. on improved technology of soybean crop. Hence, the trained soybean growers have regular contact with KVK staff & attended training programme conducted by KVK about improved technology of soybean crop. Due to proper link of trained soybean growers with KVK staff & other field level personnel they have aware about function of KVK also. Therefore, the reason of low & negligible awareness level of untrained soybean growers is not connected with KVK staff and trained soybean growers. The majority of trained soybean growers belong to medium category weather, untrained soybean growers belong to low category regarding awareness level about function of KVK. All the independent variables had found correlated & significant with awareness level about function of KVK of trained soybean growers.

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